

# Course Competency

## MKA 1021 Fundamentals of Selling

### Course Description

The nature and requirements of selling, including a consideration of buyer motivations and selling theory in relation to various buyer-seller situations. (3hr. Lecture)

Course Competency	Learning Outcomes
<p><b>Competency 1:</b>The student will demonstrate an understanding of:</p>	<ol style="list-style-type: none"> <li>1. Communication</li> <li>2. Numbers / Data</li> <li>3. Critical thinking</li> </ol>
<ol style="list-style-type: none"> <li>a. Understanding the importance of selling in a consumption economy.</li> <li>b. Understanding the value of the study of the behavioral sciences in selling.</li> <li>c. Comparing and contrasting the individual aspects of consumer buying behavior.</li> <li>d. Comprehending the communication process of buying and selling.</li> </ol>	
<p><b>Competency 2:</b>The student will apply their knowledge by:</p>	<ol style="list-style-type: none"> <li>1. Communication</li> <li>2. Critical thinking</li> </ol>
<ol style="list-style-type: none"> <li>a. Discussing the classifications of personal selling activities.</li> <li>b. Showing how advertising relates to personal selling.</li> <li>c. Showing how sales promotion relates to personal selling.</li> </ol>	
<p><b>Competency 3:</b>The student will demonstrate:</p>	<ol style="list-style-type: none"> <li>1. Communication</li> <li>2. Critical thinking</li> <li>3. Information Literacy</li> </ol>

<ul style="list-style-type: none"> <li>a. Comprehending of the aspects of a career in selling.</li> <li>b. Identifying the support provided by the company for its staff.</li> </ul>	
<p><b>Competency 4:</b>The student will demonstrate an understanding and application of:</p>	<ul style="list-style-type: none"> <li>1. Communication</li> <li>2. Numbers / Data</li> <li>3. Critical thinking</li> </ul>
<ul style="list-style-type: none"> <li>a. Understanding the benefits of product knowledge, using the techniques of prospecting.</li> <li>b. Identifying the sources and importance of competition knowledge.</li> <li>c. Describing the steps in selling as they relate to the buyers' decisions.</li> <li>d. Securing the interview and approaching the prospect.</li> <li>e. Understanding the values and techniques of the product demonstration.</li> <li>f. Discussing why buyers offer objections and how proper planning can prevent or handle objections.</li> <li>g. Demonstrating when and how to close a sale.</li> </ul>	
<p><b>Competency 5:</b>The student will comprehend:</p>	<ul style="list-style-type: none"> <li>1. Communication</li> <li>2. Numbers / Data</li> <li>3. Critical thinking</li> </ul>
<ul style="list-style-type: none"> <li>a. Understanding the importance of building sound customer relations.</li> <li>b. Identifying the essentials of self-management.</li> <li>c. Demonstrating characteristics of industrial selling activities.</li> <li>d. Identifying the duties and performance of retail sales people, discussing sales management function.</li> <li>e. Identifying the elements of the sales managers' responsibilities.</li> </ul>	
<p><b>Competency 6:</b>The student will prepare for a sales career by:</p>	<ul style="list-style-type: none"> <li>1. Communication</li> </ul>
<ul style="list-style-type: none"> <li>a. Writing on a topic relating to sales or careers in sales.</li> </ul>	

Updated: FALL TERM 2024