



Course Description

MAR1502 | Sales and Consumer Behavior | 3.00 credits

This course introduces the process consumer's use in making purchase decisions. Students will analyze how developing a sales personality factors into producing prospects, leads, and ultimately generating sales. Students will identify how both buyer and seller behaviors interact in the sales process.

Course Competencies:

Competency 1: The student will understand the theory of consumer behavior by:

1. Examining the consumer decision process consumers use in determining purchase decisions (perception, learning, beliefs and attitudes)
2. Exploring the concept of reference groups and influencers that impact consumer decisions
3. Analyzing the facets of consumer knowledge, brand recognition, and purchase intention
4. Identifying the importance of cognitive dissonance and the post-purchase thought process and decisions

Competency 2: The student will comprehend the importance of developing a sales personality by:

1. Exploring the importance of personality profiling and the role it plays in sales
2. Utilizing personality assessment tools to highlight behavioristic attributes
3. Identifying the difference between sales farming, hunting, and trapping personalities
4. Analyzing the attributes of interpersonal skills, attitudes, decision-making process, and relationship building

Competency 3: The student will understand the concept of sales prospecting by:

1. Differentiating between customer leads, referrals and prospects and identifying the target customer
2. Comparing and contrasting the differences between outbound and inbound prospecting
3. Exploring the outreach process and the various techniques
4. Examining sales prospecting tools that utilize industry trends, product launches and consumer touch-point databases

Competency 4: The student will explore the concept of social selling by:

1. Explaining the role of social media, the various platforms and how consumers interact with them
2. Comparing and contrasting the various platforms and their usage by demographic groups
3. Exploring how to use social media to engage, educate and support purchase decisions
4. Analyzing various methods of content creation, relevancy and social networking connections for potential referrals and leads

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Create strategies that can be used to fulfill personal, civic, and social responsibilities
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities