

# Minnesota State University Moorhead

## COMM 366: Personal Selling

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A practical course in professional selling that explores the role of personal selling in the marketing mix and the development of effective techniques for the modern sales executive.

**B. COURSE EFFECTIVE DATES:** 09/09/2014 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

### D. LEARNING OUTCOMES (General)

1. Develop an awareness/understanding of evolving media platforms involved under the rubric of personal selling.
2. Develop an awareness/understanding of personal selling as an engaging transactional communication process among buyers and sellers designed to achieve a mutually beneficial exchange of goods and services.
3. Develop an awareness/understanding of role of personal selling in the marketing mix.
4. Develop an awareness/understanding of the interpersonal dynamics involved in relationship selling.
5. Develop entry-level professional proficiency in the execution and management of a sales transaction.

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted