

Minnesota State University Moorhead

OM 201: Introduction to Professional Selling

A. COURSE DESCRIPTION

Credits: 1

Lecture Hours/Week: 1

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course will provide students with the opportunity to better understand what a professional selling career actually looks like. This course will explore the realities and myths of selling related careers and help make apparent the possibilities that might exist for professionals in a variety of industries, types of organizations, and different customer contexts. Students will be able to not only hear from professors who have experience in selling but also from professionals currently in the field working with customers and prospects.

B. COURSE EFFECTIVE DATES: 02/01/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Describe the kinds of careers are possible with a focus on sales.
2. Describe what it means to "sell" something.
3. Explain what salespeople do in different types of industries and contexts.
4. Identify the types of skills effective salespeople have.
5. Identify who a customer is in different business and non-profit contexts.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted