

## Sales and Marketing Course Syllabus

Prerequisites: none

*One Trimester*

1 Credit

*Elective*

Available to: Grade(s) 10-12

### Course Description:

*This course is designed to help students who are interested in either sales and marketing-occupations or students who would like to build self-confidence and learn more about relating with other people. You will become acquainted with the environment in which a salesperson works and will be able to apply skills learned to a variety of related occupations. This course will provide you with the ability to sell yourself and market product and services. This will be accomplished through the study and application of selling techniques, marketing strategies, and the development of skills needed for job applications and interviewing. You will be able to practice the proper techniques of selling through classroom presentations and interviewing. The application and interview training is excellent preparation for college bound students. This course will provide strategies and communications skills that will help you in almost every career field.*

### Curriculum:

Apply for part-time sales and marketing position completing a job application.

Prepare for and participate in a job interview while demonstrating effective speaking and listening skills.

Conduct research for a product or service to understand product knowledge.

Distinguish the difference between features and benefits.

Develop and present a marketing plan using the marketing mix.

Analyze Human Relations case problems and role play situations.

Define, demonstrate, and evaluate the seven steps of a sale.

Identify effective sales techniques and strategies.

### Course Outline:

Job Application Process

Job interview Preparation and Skills

Human Relations Skills and Attitudes

Role and Nature of Selling

Product and Service Knowledge

Buying Motives

The Sales Process and Presentation

Careers and Compensation in Sales

Ethical Practices and Responsibilities of Salespeople

Marketing Mix

### Course Requirements:

Students are expected to be in their assigned seats unless working on group activities.

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Computers in the classroom are not for personal use.  
Come to class prepared to work  
3 or more tardies will result in lowering class participation grade

### Makeup and Late Assignments

Makeup assignments must be requested then you return to class and are due within two days for each day absent. This applies only when the assignment was not given prior to the verified absence. All other late assignments will be marked down 25%. If the assignment is more than two days late, it will be marked down 50%.

### Business Department Tardy Policy

You are expected to be in your assigned seat and ready to learn when the bell rings. If you are tardy three times, your classroom grade will be lowered.

Supplies needed: Pen, spiral notebook, 2 pocket folders

### Grading Procedures:

<i>Daily Assignments and Projects</i>	25%	<i>A- = 90%</i>
<i>Tests</i>	25%	<i>B- = 80%</i>
<i>Presentations</i>	25%	<i>C- = 70%</i>
<i>Active Classroom Involvement</i>	25%	<i>D- = 60%</i>
		<i>F = 50%</i>

Text and Other Resource Material:

*Marketing Essentials Textbook, Glencoe- McGraw Hill 2002*

### Contact Information:

Teacher: *Stan Rosen*

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