

# NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

## COURSE SYLLABUS

**Course Title:** Sales

**Course:** BMK\* C220

**Course Description:** 3 credits

Factors involved in effective selling including methods of conducting sales presentations and application of psychological and persuasive selling techniques. This course also includes development of characteristics for good salesmanship. 3 Credits.

**Pre-requisite/Co-requisite:** BMK\*C201, Principles of Marketing

**Goals:** Upon successful completion of Fundamentals of Selling, learners will:

1. Achieve a broad understanding of the fundamentals of professional selling, including prospecting, sales knowledge, planning, developing customer profiles, communications, sales presentations, handling objections and closing.
2. Demonstrate an understanding of what the occupation of professional salesperson is like in the real world.
3. Learn the “Golden Rule” of selling and how maintaining the highest standards of ethical conduct can benefit both the customer and the salesperson, how customer relationship management works to build trust between customer and salesperson.

**Outcome Measures:** Mastery of subject matter will be assessed and measured by the following deliverables:

|               |     |
|---------------|-----|
| Unit Tests    | 50% |
| Discussions   | 25% |
| Final Project | 25% |

### **College Policies**

**Plagiarism:** Plagiarism and Academic Dishonesty are not tolerated at Northwestern Connecticut Community College. Violators of this policy will be subject to sanctions ranging from failure of the assignment (receiving a zero), failing the course, being removed/expelled from the program and/or the College. Please refer to your “Student Handbook” under “Policy on Student Rights,” the Section entitled “Student Discipline,” or the College catalog for additional information.

**Americans with Disabilities Act (ADA):** The College will make reasonable accommodations for persons with documented learning, physical, or psychiatric disabilities. Students should notify Dr. Christine Woodcock, the Counselor for Students with Disabilities. She is located at Green Woods Hall, in the Center for Student Development. Her phone number is 860-738-6318 and her email is [cwoodcock@nwcc.edu](mailto:cwoodcock@nwcc.edu).

**School Cancellations:** If snowy or icy driving conditions cause the postponement or cancellation of classes, announcements will be made on local radio and television stations and posted on the

**\*This syllabus is subject to change. Changes, if any, will be posted in Blackboard. Students will be held responsible for all changes.**

College's website at [www.nwcc.edu](http://www.nwcc.edu). Students may also call the College directly at (860) 738-6464 to hear a recorded message concerning any inclement weather closings. Students are urged to exercise their own judgment if road conditions in their localities are hazardous.

**Use of Electronic Devices:** Some course content as presented in Blackboard Learn is not fully supported on mobile devices at this time. While mobile devices provide convenient access to check in and read information about your courses, they should not be used to perform work such as taking tests, quizzes, completing assignments, or submitting substantive discussion posts.

**Sexual Assault and Intimate Partner Violence Resource Team:** NCCC is committed to creating a community that is safe and supportive of people of all gender and sexual identities. This pertains to the entire campus community, whether on ground or virtual, students, faculty, or staff.

Sexual assault and intimate partner violence is an affront to our national conscience, and one we cannot ignore. It is our hope that no one within our campus community will become a victim of these crimes. However, if it occurs, NCCC has created the SART Team - Sexual Assault and Intimate Partner Violence Resource Team - to meet the victim's needs.

SART is a campus and community based team that is fully trained to provide trauma-informed compassionate service and referrals for comprehensive care. The team works in partnership with The Susan B. Anthony Project to extend services 24 hours a day, 7 days a week throughout the year.

The NCCC team members are:

|                               |              |                              |
|-------------------------------|--------------|------------------------------|
| Ruth Gonzalez, Ph.D.          | 860-738-6315 | Green Woods Hall Room 207    |
| Susan Berg                    | 860-738-6342 | Green Woods Hall Room 223    |
| Kathleen Chapman              | 860-738-6344 | Green Woods Hall Room 110    |
| Michael Emanuel               | 860-738-6389 | Founders Hall Annex Room 308 |
| Seth Kershner                 | 860-738-6481 | Library                      |
| Jane O'Grady                  | 860-738-6393 | Founders Hall Annex Room 212 |
| Robin Orloski                 | 860-738-6416 | Business Office Room 201     |
| Patricia Bouffard, Ex-Officio | 860-738-6319 | Founders Hall Room 103       |
| Savannah Schmitt              |              | Student Representative       |
| Jacob Wujcik                  |              | Student Representative       |

At NCCC we care about our students, staff and faculty and their well-being. It is our intention to facilitate the resources needed to help achieve both physical and emotional health.