

Hagerstown Community College
MASTER SYLLABUS

COURSE: MGT 102 – Sales – 3 credits

INSTRUCTOR: Stacey McGee

SEMESTER/YEAR: Spring 2018

COURSE DESCRIPTION: This course offers an examination of modern selling techniques. Emphasis is on consumer buying motives and successful methods of satisfying customer need. The selling of self is also covered to improve presentation ability. Total of 45 hours of lecture.

TEXTBOOK: Richmond, Kimberly K., *The Power of Selling Version 1.0*. Flatworld Knowledge, 2014 e-ISBN: 978-1-4533-2723-4

Access code can be purchased at the bookstore or at:

<https://students.flatworldknowledge.com/course/1763797>

STUDENT LEARNING OUTCOMES:

Students who successfully complete this course will be able to:

- Identify and apply the steps in the selling process
- Describe consumer motives and behavior
- Demonstrate effective communication skills
- Explain how sales is integrated with other marketing efforts and with business goals
- Discuss current issues in sales

Total hours spent for this online class:

Assignment/Assessment	Clock Hours	Explanation
Online homework, activities and discussions	30	Time spent on a variety of online learning tools, including research, writing, responding to classmates, etc.
Assigned readings	43.5	Reading, note-taking, etc.
Exams	24	Study time plus time to complete exams
Presentation/ Project	15	Research and writing
Total hours	112.5	

Services for Students with Disabilities: Students may receive reasonable accommodations if they have a diagnosed disability and present appropriate documentation. Students seeking accommodations are required to contact the Disability Support Services (DSS) office as early as possible. Students may contact a DSS staff member for an appointment at dss@hagerstowncc.edu or at 240-500-2530.