

COURSE CODE: BUAD 176

COURSE TITLE: Professional Sales

Calendar Description

Students study the sales process as it applies to the successful selling of both goods and services to organizations. Students explore and practice each step in the sales process through hands-on interactive activities. The focus of this course is on building long-term, mutually beneficial relationships established through trust and ethical decision making. *(also offered by Distance Education).*

Prerequisite(s): None

Co-requisite(s): None

Prerequisite For: None

Substitutable Courses: None

Graduation Requirement: BBA & Diploma - Required, Marketing and Management option

Transfer Credit: N/A

Special Notes: Credit may be received by passing a challenge exam

Credits: 3

Hours per Week: 3

Originally Developed: February 2000

EDCO Approval: May 2017

CHAIR'S APPROVAL:



Learning Outcomes

Outcome	Upon completion of this course students will be able to:
1	Describe the career opportunities available in organizational sales.
2	Demonstrate the professional verbal communications skills.
3	Explain the importance and role of personal selling in the integrated marketing communications mix of a company.
4	Perform each of the steps of the selling process.
5	Apply the basic strategies that relate to management of self and others as a professional salesperson.
6	Explain the importance of developing mutually rewarding and long-term relationships in an ethical sales environment.

Course Objectives

Objectives	This course will cover the following content: See weekly course schedule below
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Professors

Name	Phone Number	Office	Email
Scott Overland	OC ext. 3241	??	SOverland@ okanagan.bc.ca

Evaluation Procedure

Discussion and Weekly Forums	20 %
Chapter Quizzes	10 %
Sales Assignment	30 %
Exam 1	20 %
Exam 2	20 %
Total	100 %

Course Policy on Use of Artificial Intelligence (AI) Tools

Generative AI tools are permitted except during midterm exams and final exams in this course.

Students are permitted to use artificial intelligence tools, including generative AI tools such as ChatGPT or Bing Chat, to gather information, review concepts, or help produce assignments. However, students are ultimately accountable for the work they submit, and any content generated or supported by an artificial intelligence tool must be cited appropriately (see How to cite ChatGPT (apa.org)).

Required Materials

SELL (3rd Canadian edition.). Thomas N. Ingram; Raymond W. (Buddy) LaForge; Ramon A. Avila; Charles H. Schwepker; Michael R. Williams; Kirby Shannahan; Rachelle Shannahan.

Regular reading of the business section of local and/or national newspapers.

The text is also available as an eTextbook: See Moodle for Instructions.

Notes

Course Schedule:

Professors may progress more quickly or slowly through the assigned chapters depending upon complexity, discussion, current issues, guest speakers and/or fieldtrips, etc. as well as the class needs associated with development of students' skills and knowledge and the need to assess student progress.

Presentations:

Students are expected to be present for the sales presentations and role plays. Failure to do so will result in loss of marks for that assignment.

Exams:

A medical note is required if you miss an exam.

Course Schedule

Subject to change at the discretion of the professor

Date		Topic	Textbook
May 12 to June 27, 2025		Important Dates: Monday, May 12: Start of Summer Session I classes Friday, May 16: Last day to register for Summer Session I, Last day to drop the class and receive a refund on tuition Monday, May 19: Statutory holiday (no classes held) Friday, June 6: Last day to withdraw without academic penalty Friday, June 20: Last day of classes for Summer Session I Tuesday, June 24–Wednesday, June 25: Final exam period for Summer Session I Friday, June 27: Final grades must be submitted by professors	Chapter(s):
Week of:			
May 11-17	1	Course Introduction AI supplement Content Overview of Professional Selling	AI Supplement Chapter 1
May 18-24	2	Building Trust and Sales Ethics Understanding Buyers Assignment 1 Due. See Moodle Dates	Chapter 2 Chapter 3
May 25-31	3	Communication Skills Strategic Prospecting and Preparing for the Sales Dialogue Sales Assignment Part 2	Chapter 4 Chapter 5
June 1-7	4	Exam 1 Planning Sales Dialogues and Presentations Sales Assignment Part 3	Exam 1 Chapter 6
June 8-14	5	Sales Dialogue: Creating and Communicating Value Addressing Concerns and Earning Commitment Sales Assignment Part 4	Chapter 7 Chapter 8
June 15-21	6	Expanding Customer Relationships Adding Value: Self-Leadership and Teamwork Negotiating Supplemental Exam 1	Chapter 9 Chapter 10 Exam 2
June 24-25	7	Final Exam Period – No Final Exam	

Skills Across the Business Curriculum

The School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

Student Conduct

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

Academic Honesty: Students have a responsibility to read the [OC Academic Integrity Policy](#).

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.” “Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The School of Business requires the use of the APA or MLA style but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.