

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: BUAD 336

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

Professors

Name	Phone Extension	Office	E-mail
Rishi Bhardwaj	4988	E219	rbhardwaj@okanagan.bc.ca
Patrick Schryburt	4456	E214	pschryburt@okanagan.bc.ca
Michelle Ratcliffe	TBD	TBD	TBD
Andrew Klingel	2230	V C327	aklingel@okanagan.bc.ca

Evaluation Procedure

Class Participation	10 %
Chapter Quizzes	10 %
Sales Assignment	30 %
Exam 1	20 %
Exam 2	30 %
Total	100 %

Generative AI tools are permitted

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)). The use of AI tools is not permitted during midterm exams and final exams in this course.

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
2026 Week of:		Mon, Jan 5 - Classes begin Fri, Jan 16 - Last day to register and to receive a refund for course drop Mon, Feb 16 - Statutory Holiday (no classes) Tue, Feb 17 - Fri, Feb 20 - Mid-semester study break (no classes) Fri, Mar 6 - Last day to withdraw from a course without academic penalty Fri, Apr 3 & Mon, Apr 6 - Statutory Holiday (no classes) Fri, Apr 10 - Last day of regularly scheduled classes.	Chapter(s):
1	Jan 5	Course Introduction Overview of Personal Selling	Introduction Chapter 1
2	12	Building Trust and Sales Ethics	Chapter 2
3	19	Understanding Buyers Communications/Public Speaking Skills Sales Assignment Part 1: Due Jan 25 (See Moodle)	Chapter 3 Chapter 4
4	26	Strategic Prospecting and Preparing for Sales Dialogue Introduction to Networking	Chapter 5
5	Feb 2	TBD – Guest Speaker (Career in Sales) Exam 1 (Chapters 1-5) During Class # 2 Chapter Quizzes open until exam Academic Integrity Course Due Feb 8 (See Moodle)	
6	9	Sales Assignment Part 2: Presentations during class	
7	16	Reading Break - No classes	
8	23	Planning Sales Dialogues and Presentations Sales Dialogue: Creating and Communicating Value	Chapter 6 Chapter 7
9	Mar 2	Addressing Concerns and Earning Commitment Negotiation	Chapter 8
10	9	Expanding Customer Relationships Adding Value: Self-Leadership and Teamwork	Chapter 9 Chapter 10
11	16	Exam 2 (Chapters 6-10 & Cumulative Case) During Class # 1 Chapter Quizzes open until exam Sales Dialogue Role Play Practice Session Sales Assignment Part 3: Sales Script Due by Mar 22 (See Moodle)	
12	23	Sales Assignment Part 4: Presentations during class	
13	30	Sales Assignment Part 4: Presentations during class No Class Friday	
14	Apr 6	No Class Monday TBD – Guest Speaker (Career in Sales) Course Wrap Up	
		Final Exam Period (Mon, Apr 13 - Wed, Apr 22) – see policy.	

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.