NorthWest Arkansas Community College
Division of Business & Computer Information

ENTR 2003 PROFESSIONAL SELLING/ADVERTISING (F)

Catalogue Description
A course specifically designed to teach the tools of professional selling and advertising methods to students. Students will learn successful sales techniques for retail and non-retail customers. Students will also learn to develop an advertising program for products and services and the appropriate medium to use.

Prerequisite
BUTR 2013 Markets and Consumers, ENGL 1023 Composition II or ENGL 2013 Technical Writing, OSIM 1103 Business Communications

Credit Hours/Contact Hours/Load Hours
3/3/3

Target Audience & Transfer
This course is designed for students seeking the AAS Degree in Business Management with the entrepreneurial option or for those students who desire to increase their knowledge of professional sales and advertising. This course WILL NOT transfer to the Walton College of Business and might not transfer to other 4-year institutions.

Student Learning Outcomes
Students completing this course will:

- Develop, plan, and implement an advertising program for the target audience.
- Differentiate between sales and marketing.
- Illustrate the concept of target markets through presentations.
- Prepare effective sales presentations.
- Select the appropriate sales techniques for retail and non-retail customers.
- Select the appropriate advertising program based on a target audience and market niche.
- Analyze customer's specific needs and design questionnaires.
- Prepare successful sales presentations.
- Recognize and implement proper sales techniques based on target audience.
- Recognize the importance of proper medium selection for advertising effectiveness.

Topics Covered

- Effective retail and non-retail sales techniques
- Determining customer needs, wants, desires and goals
- Effective use of body language, diction and other tools in sales presentations
- Advertising copy as a method of conveyance of attributes of products and services
- Proper layout of advertising copy for maximum effectiveness

Forms of Assessment

Written exams, quizzes, projects, presentations, exercises, and case studies.