



# MARKETING & MANAGEMENT – PROMOTION-SALES TECHNIQUES

MAM3040

1 Credit Course

<b>Course Overview</b>	Students learn and demonstrate techniques for successful selling.										
<b>Prerequisite</b>	Please refer to Alberta Education's Provincially Authorized Senior High School Courses and Course Codes Document										
<b>Required Materials &amp; Resources</b>	<ul style="list-style-type: none"> <li>One Module and Two Assignment Books</li> </ul>										
<b>Learning Outcomes</b>	<p><b>The student will:</b></p> <ul style="list-style-type: none"> <li>A. critique salespersons and customers during the selling process</li> <li>B. develop and demonstrate proper sales techniques</li> <li>C. demonstrate basic competencies</li> <li>D. create a transitional strategy to accommodate personal changes and build personal values</li> <li>E. demonstrate basic competencies</li> </ul>										
<b>Note</b>	<b>Within Alternative Education all teachers are required to follow a common course outline and gradebook set up.</b>										
<b>Assessment</b>	<p>The student's grade is determined by the knowledge the student has acquired based on the program of studies and the skills the student is able to show in articulating his or her knowledge.</p> <p>The student's grade will be calculated based on the following:</p> <p><b>Coursework – 100%</b></p> <p><i>*There is no final exam for this course</i></p>										
<b>Topics of Study</b>	<table border="1"> <thead> <tr> <th>SECTION</th> <th>TITLE</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>The Salesperson</td> </tr> <tr> <td>2</td> <td>Achieving Customer Satisfaction</td> </tr> <tr> <td>3</td> <td>Steps of a Sale</td> </tr> <tr> <td>4</td> <td>Basic Competencies</td> </tr> </tbody> </table>	SECTION	TITLE	1	The Salesperson	2	Achieving Customer Satisfaction	3	Steps of a Sale	4	Basic Competencies
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<b>An Important Note About Assessment</b>	A wide range of assessment information is used in the development of a student's final grade. Within Alternative Education, individualized assessments provide specific information regarding student progress and overall performance in the course. Student assessments may vary from student to student to adapt to differences in student needs, learning styles, preferences and paces. The teacher will apply best teaching practices to determine appropriate assessment.										
<b>TEACHER'S CONTACT INFORMATION:</b>											
<b>Teacher's Name:</b>											
<b>Teacher's Phone Number:</b>											
<b>Teacher's Email Address:</b>											