

SALES (SALE)

SALE 2332 Introduction to Selling – 2 credits

Business people use selling principles all the time. Everyone sells – when interviewing for a job or seeking a raise. Everyone sells. The sales techniques used to inform and persuade others are used by everyone in business. Personal selling is a strategy of developing strategic relationships, discovering customer needs, matching appropriate products with these needs, and communicating benefits. This course covers the role of sales in business, the sales process, and introduces negotiation. Offered in the College for Women and the College for Adults.

SALE 3212 Finance for Sales – 2 credits

Financial intelligence is one of the keys to creating an effective sales strategy. Students will gain basic financial acumen as it relates to the sales function. Students will be able to leverage this intelligence to develop and practice effective sales strategies.

Prerequisites: ACCT 2112, SALE 2332.

SALE 3330 Professional Sales: Customer Centered Selling – 4 credits

Managing the sales process from the perspectives of time, territory, and technology play an equal role to understanding buyer's needs. This course focuses on building long-term partnerships with customers through consultative selling. Students will examine and practice sales communication methods including effective listening, critical questioning, sales presentation, communicating value, responding to concerns and creating action via buyer role-plays both in person and via SpeakEasy. Offered in the College for Women.

Prerequisite: SALE 2332.

SALE 3430 Customer Intelligence and Business Analytics – 4 credits

In the business environment, the key to effective sales strategy is detailed intelligence. Students will gain influence and presentation skills as well as a working knowledge of Customer Relationship Management (CRM) software to leverage data to develop effective buying strategies. Upon completing this course, students will have developed significant skill in using technology to understand financial metrics and business processes important to organizations today. Offered in the College for Women.

Prerequisites: SALE 2332, MKTG 2302.

Prerequisite with concurrency: SALE 3330.

Recommended: COMM 1030.

SALE 3432 Customer Intelligence – 2 credits

Customer knowledge or intelligence is one of the keys to creating an effective sales strategy. Students will gain research, influence and presentation skills as well as a working knowledge of Customer Relationship Management (CRM) software. Students leverage this intelligence to develop and practice effective sales strategies.

Prerequisites with concurrency: SALE 2332, SALE 3330.

SALE 3530 Selling in Healthcare – 4 credits

Medical sales requires a unique professional sales skill set. Students will learn fundamentals and the structure of decision making in healthcare organizations, healthcare reimbursement, buying groups and formularies. Offered in the College for Women.

Prerequisite with concurrency: SALE 3330.

Recommended: MGMT 3850.

SALE 3630 Ethics and Integrity in Selling – 2 credits

This course challenges students to grapple with issues of professional ethics and integrity in sales, including accurately portraying company and competitor products, services and capabilities, ethical communication, building trust, ethical dilemmas in sales and using sound business practices. Students will explore special issues for women in sales. Case studies are the foundation for exploration of these topics. Offered in the College for Women.

Recommended: SALE 3330.

SALE 3632 Ethics and Integrity in Selling – 2 credits

This course challenges students to grapple with issues of professional ethics and integrity in sales, including accurately portraying company and competitor products, services and capabilities, ethical communication, building trust, ethical dilemmas in sales and using sound business practices. Students will explore special issues for women in sales. Case studies are the foundation for exploration of these topics. Offered in the College for Women.

Recommended: SALE 3330.

SALE 4430 Advanced Sales: Strategic Account Management – 4 credits

Sales professionals need to work strategically with their key account customers. This course addresses strategic account management and negotiation. Students will learn how to identify, analyze, and maximize sales opportunities in an effective and ethical manner. As a strategic account manager, the goal is to build professional relationships based upon trust, and to create value for customers. Through comprehensively mapping the customer's account and industry, synthesizing trends, and creating opportunities, students will learn how to deliver value for their key accounts. Offered in the College for Women.

Prerequisite: SALE 3330.

Recommended: ACCT 2130, BUSI 4752 or BUSI 4754.

SALE 4602 Internship – 2 credits

An internship is a structured out-of-class learning experience that takes place on or off campus and includes a substantial work component.

An internship involves the student in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience meet with the internship coordinator in the Career Development Office and then with a faculty advisor.

Prerequisites: Instructor and department chair permission.

SALE 4604 Internship – 4 credits

An internship is a structured out-of-class learning experience that takes place on or off campus and includes a substantial work component.

An internship involves the student in a particular profession in an exploratory way to test career interests and potential. To initiate an internship experience meet with the internship coordinator in the Career Development Office and then with a faculty advisor.

Prerequisites: Instructor and department chair permission.

SALE 4630W Sales Force Leadership – 4 credits

Effective sales force leadership is a major growth engine for an organization and provides an important source of market intelligence. Students will explore how to motivate and compensate salespeople, coach employees for improved performance, provide evaluative and developmental feedback, and build a vision for the sales force. This course examines current issues, both domestically and internationally, in depth. Offered in the College for Women.

Prerequisite: SALE 4430 or permission of instructor.

SALE 4682 Directed Study – 2 credits

SALE 4684 Directed Study – 4 credits

Directed study is provided for students whose unusual circumstances prohibit taking a regularly scheduled course but who need the material of that course to satisfy a requirement. Availability of this faculty-directed learning experience depends on faculty time and may be limited in any given term and restricted to certain courses. Register under ACCT for accounting, MGMT for management, MKTG for marketing or SALE for sales.

Prerequisites: Faculty, department chair and dean approval.

SALE 4952 Independent Study – 2 credits

Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.

Prerequisites: Permission of the faculty and department chair or program director.

SALE 4954 Independent Study – 4 credits

Independent study offers students the opportunity for specialized research not covered in a course offering, by the action project or thesis. Students work with a faculty advisor to develop a learning contract, which specifies the content and objectives of the study as well as the requirements and procedures for evaluation. The amount of credit earned for the study also is included in the learning contract.

Prerequisites: Permission of the faculty and department chair or program director.

SALE 4994 Topics – 4 credits

The subject matter of the course is announced in the annual schedule of classes. Content varies from year to year but does not duplicate existing courses.