

# MARK-2261: SALESMANSHIP AND PROMOTIONAL STRATEGIES

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## Cuyahoga Community College

**Viewing: MARK-2261 : Salesmanship and Promotional Strategies**

**Board of Trustees:**

February 2019

**Academic Term:**

Fall 2020

**Subject Code**

MARK - Marketing

**Course Number:**

2261

**Title:**

Salesmanship and Promotional Strategies

**Catalog Description:**

Study of Salesmanship, Sales Promotions, Public Relations, and Advertising needed to reach and communicate to a target audience. Focusing on the process of integrated marketing communications in an ethical, socially responsible environment.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

MARK-2010 Principles of Marketing or MARK-1080 Social Media Marketing, or concurrent enrollment.

## Outcomes

**Course Outcome(s):**

Assess the scope and nature of personal selling that informs the consumers about products and services and help persuade consumer purchases.

**Objective(s):**

- a. Apply the sales process and the value added through understanding how customers make decisions.
- b. Generate quality leads and customer insights and know how to approach a prospect.
- c. Evaluate a sales presentation and the persuasive communication techniques utilized.
- d. Assess negotiation strategies.
- d. Construct techniques for handling customer objectives, closing a sale and post-sale activities.
- e. Employ digital media to enhance the sales process.
- f. Critique sales promotions and the ability to create incentive to customers.

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**Course Outcome(s):**

Examine the different media types in advertising and how each type is created and utilized to affect the responses of customers to these advertisements.

**Objective(s):**

1. Explain the advantages and disadvantages of using each of the media types, i.e. radio, television, newspaper, magazine, direct mail, electronic-media and social networks.
2. Discuss the ethical and legal issues of advertising.

3. Describe how the various elements in an advertisement work together to create impact.
4. Evaluate the process by which various types of ads are created.
5. Analyze advertisements and advertising plans.
6. Apply network theory to the construction of social media advertisements and messaging.

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**Course Outcome(s):**

Assess the role public relations has on building and sustaining a positive image and maintaining customer relationships

**Objective(s):**

- a. Create messages appropriate to the media used, audience, purpose and context.
- b. Identify different methods of public relations such as fundraising, press releases, articles, inventor relations, product placement and event sponsorship.
- c. Discuss the difference between public relations and publicity.
- c. Track public's attitudes and identify issues of concern.
- c. Evaluate public relations messaging and their impact on stakeholders.
- d. Discuss the ethics of the profession and the Code of Ethics of the Public Relations Society of America (PRSA).

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**Course Outcome(s):**

Apply Integrated Marketing Communications concepts to ensure promotional elements function together and have maximum persuasive impact on a firms current and potential customers

**Objective(s):**

- a. Outline the communication process and how each marketing channel (advertising, personal selling, public relations, sales promotions) is assessed to create value.
- b. Generate and evaluate marketing goals and objectives that integrate promotional strategies and the mission of a business (Utilize the AIDA model - attention, interest, desire, action).
- c. Examine promotional elements and how they work together to create consistent messaging to customers.
- d. Evaluate all contacts points with a customer and how these will affect the relationship with a business.
- d. Discuss budgeting within the selection of promotional strategies
- e. Discuss ethical, legal variable in promotional campaigns

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**Methods of Evaluation:**

Course exams and quizzes

Course assignments/projects Essays

Application article

Group Research papers/presentations

**Course Content Outline:**

1. Personal Selling
  - a. a. Overview of Personal Selling.
  - b. b. Building the Trust and Sales Ethics.
  - c. c. Understanding Buyers.
  - d. d. Negotiation Skills.
  - e. e. Strategic Prospecting and Preparing for Sales Dialog.
  - f. f. Sales Presentations- Creating and Communicating Value.
  - g. g. Addressing Concerns and Earning Commitment.
  - h. h. Expanding Customer Relationships.
2. Advertising
  - a. Advantages of media type
  - b. Disadvantages of media types
  - c. Ethics and legal issues
  - d. Advertising process
  - e. Assess advertisements
  - f. Network theory
3. Public Relations

- a. Messaging
- b. Positive Images
- c. Customer relations
- d. Fundraising
- e. Press releases
- f. Articles
- g. Stakeholder relations
- h. Product placement
- i. Event Sponsorship
- j. Publicity
- k. Public attitudes
- l. Code of Ethics of the Public Relations Society of America (PRSA)
- m. Integrated Marketing Communications
- n. Marketing goals and objectives
- o. Integrate promotional strategies
- p. AIDI Model
- q. Consistent messaging
- r. Customer contact points
- s. Budgeting
- t. Ethics and Legal issues

## Resources

Andrews and Shimp. *Integrated Marketing Communications*. 10. South-Western College Pub, 2017.

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Steven Kelly and Susan Jones. *The IMC Case Book: Cases in Integrated Marketing Communications*. 1. Midwest Marketing Education Foundation, 2016.

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J Craig Andrews Terence A Shimp . *Advertising, Promotion, and other aspects of Integrated Marketing Communications*. 10. Cengage, 2018.

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Charles Futrell. *Fundamentals of Selling*. 13. McGraw Hill, 2014.

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