

### Course Description:

In this course, students are introduced to the world of professional sales: the role sales plays in the national economy; the importance of ethical behavior in business; how to build, train, motivate, and evaluate a sales team; the role of buying motives in the customer buying process; what the selling process is; and the importance of data.

Much of the course content is referenced in the one multiple-step project. The different steps mirror tasks that a sales manager is responsible for in the real world, like determining an ethical code for the team, writing a job description, determining a compensation model, and more. Final grades are based on the ability to demonstrate what has been learned through a variety of assessment types: workbook questions, discussion boards, checkpoints, a final exam, and the multi-step project.

### Course Organization:

The course consists of six units. Each unit contains five lessons, with a total of 30 lessons. The course also features media such as

- a course introduction video
- infographics
- annotated images
- audio clips
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Here is a brief description of the types of activities included in the course:

- **Direct Instruction** is the new content of the lessons. Annotations are included in this category.

**Practice Questions** are ungraded, in-text questions designed to check for understanding. Students are provided three attempts to answer these and are given feedback for incorrect answers.

**Design for Purpose boxes** are included in the direct instruction pieces and fulfill various functions. For example, they can offer study tips, fun facts, or key ideas, to name a few.

- **Workbook Questions** are found at the end of many of the lessons and are graded.
- **Discussion Boards** are often compared to class discussion or class participation in brick-and-mortar classrooms because they are designed to get students to think deeply and respond thoughtfully to their peers on course topics. In this course, discussion boards are considered summative assessments and are graded. There are seven discussion boards in the course.
- **Checkpoints** test students on the content of the lesson. In this course, the number of questions ranges from 4 to 10 per lesson.
- **Unit Exams** test students on the content of the unit. In this course, the number of questions ranges from 10 to 13 per unit.
- **The Project** is a series of real-world tasks that sales managers often perform. Students begin working on the project in Unit 1 and complete it in Unit 5.
- **The Final Exam** assesses how well the student has learned the course content. It consists of 20 questions.

### Required Materials:

- internet browser

- word processing software
- pen and paper for notes

### Schedule of Work:

#### **Unit 1: The Economy**

- Lesson 1: Economics
- Lesson 2: Sales and the National Economy
- Lesson 3: Retail and Wholesale
- Lesson 4: Other Sales Channels
- Lesson 5: Career Corner

#### **Unit 2: Business Ethics**

- Lesson 6: Business Ethics
- Lesson 7: Sales and the Law
- Lesson 8: Ethics and Relationships
- Lesson 9: Customer Service
- Lesson 10: Career Corner

#### **Unit 3: Team Building**

- Lesson 11: Hiring for Success
- Lesson 12: Organizing for Success
- Lesson 13: Training for Success
- Lesson 14: The Selling Process
- Lesson 15: Career Corner

#### **Unit 4: Motivating and Evaluating Staff**

- Lesson 16: Motivation
- Lesson 17: Evaluation
- Lesson 18: Buying Motives
- Lesson 19: Customer Buying Process
- Lesson 20: Career Corner

#### **Unit 5: Consumer Data**

- Lesson 21: Demographics
- Lesson 22: Winning Over Customers
- Lesson 23: Sales Numbers
- Lesson 24: Consumer Trends
- Lesson 25: Career Corner

#### **Unit 6: Resolving Conflict / Course Review**

- Lesson 26: Conflict Resolution
- Lesson 27: Review Units 1 and 2
- Lesson 28: Review Units 3 and 4
- Lesson 29: Review Units 5 and 6
- Lesson 30: Final Exam

