

**Western Dakota Technical Institute  
800 Mickelson Drive  
Rapid City, SD 57703-4018**

**Master Syllabus**

**Course Number:** BUS 160  
**Course Name:** Principles of Selling  
**Credits:** 3  
**Contact Hours:** 3 lecture

**Course Description:** Students will learn the art of selling. In addition, negotiation and persuasion strategies are studied and practiced. It is important to note that in business one is continually "selling" oneself, so this class can benefit anyone who is trying to succeed in business. Instructional methods include lecture, role-playing, group processing, outside guest lecturers, and films.

**Prerequisites:** None

**Textbooks:** <http://bookstore.wdt.edu>

**Materials:** Laptop computer and latest version of Microsoft Office

**Student Learning Outcomes:**

- Show the necessity of the sales and business development function in any organization or business.
- Employ prospecting techniques to maintain a consistent source of new clients.
- Demonstrate the steps involved in a professional sales presentation.
- Create follow-up procedures to insure client satisfaction and referral.

**Assessment:** Through the Student Learning Outcomes, the following core abilities will be addressed: analytical skills, communication skills, technology skills, teamwork techniques, social values, and employability.

**ADA Accommodations:** Students Rights to Assistance or Accommodations: Western Dakota Technical Institute (hereinafter WDT) does not discriminate on the basis of disability. If you have a disability as defined by federal or state law, including a temporary disability related to pregnancy and/or parenting as a result of a medical necessity due to childbirth, WDT will provide reasonable accommodations including but not limited to architectural access, aids and services necessary for effective communication, and modification of its policies and procedures. Students with a disability who are requesting an accommodation should contact your instructor and the Student Success Director who serves as the disability coordinator as early as possible in the semester.

**Notice of Non-Discrimination:** WDT will not tolerate racism, discrimination, harassment, exploitation or victimization of students, school employees, non-employees, or any person who is an invitee of WDT for any reason, including but not limited to race, color, ethnic background, national origin, pregnancy, student marital status, religion, creed, age, sex, citizenship, political

affiliation, mental and/or physical challenge, disability, sexual orientation, gender identity, or status as a veteran. WDT is committed to providing an environment free from harassment and other forms of discrimination for students, employees, non-employees and its invitees. The following person has been designated to handle inquiries or complaints regarding the non-discrimination policies: Student Success Director