

**University of Arkansas – Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913–3649**  
**479–788–7000**

**General Syllabus**

**MKTG 3103 Advanced Professional Selling**

Credit Hours: 3      Lecture Hours: 3      Laboratory Hours: 0

Prerequisites: MKTG 3003 Introduction to Professional Selling and admission to the College of Business or consent of the instructor

Effective Catalog: 2018-2019

**I. Course Information**

**A. Catalog Description**

The advanced study of professional selling techniques focusing upon specific knowledge areas and skills that contribute to competitive advantage, long-term customer relations, and customer satisfaction. Emphasis is placed upon students developing functional sales experiences, both individually and in group settings.

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Analyze customer needs and select an effective strategy and tactics to address such needs
2. Make sales presentations as part of role-playing situations
3. Communicate with peers and engage in teamwork in selling situations
4. Recognize ethical situations and propose an appropriate solution based upon professional sales standards

**B. University Learning Outcomes**

This course enhances student abilities in the following areas:

**Analytical Skills**

**Critical Thinking Skills** - Students will use critical thinking skills to identify problems/issues facing customers and develop solutions/analysis.

### **Ethical Decision Making**

Students will model ethical decision-making processes in selling situations.

### **III. Major Course Topics**

- A. Buyer Behavior and the Buying Process
- B. Customer Needs Determination
- C. Sales Presentations
- D. Adaptive Selling
- E. Team Selling
- F. Negotiation Skills
- G. Customer Satisfaction and Retention
- H. Ethical Behavior in Selling Situations