Subject: Business  
Course Number: 142  
Section Number: 16058  
Name of Class: Principles of Selling  
Instructor: Barry S. Morinaka, JD, PhD  
E-mail: Barry.Morinaka@canyons.edu  
Semester: Summer 2015  
Class Starting Date: June 8  
Class Ending Date: July 11

Class Description: Focuses on developing concepts of selling in the current business environment, including electronic selling, communication styles, sales servicing, ethics, and sales-force management. Emphasizes developing effective selling strategies and confidence building when making sales decisions.


Other Course Materials Required: None

Initial instructions for beginning of class: Please review entire course website prior to the start of class, and prior to asking questions posted on the course website.

Testing regulations (included proctoring guidelines link): None. Tests and/or quizzes online.

Course Management System Information: CoC Blackboard v.9

Student Learning Outcomes: 1. Analyze a selling strategy case, in terms of identifying selling opportunities and competitors in the new economy, designing an appropriate sales strategy, and organizing the optimal sales strategy plan, including-- strategic partnering, company assessment, product or service analysis, customer prospecting, effective selling presentation, and sales force management.

Useful Links: TBD

Other: None

DSPS Information: None