

SOUTHEAST COMMUNITY COLLEGE
COURSE SYLLABUS
ADVANCED TECHNOLOGIES & SKILLED TRADES
Agriculture Management & Production Program
Revision Date: August 2023

I. CATALOG DESCRIPTION

Course Number: AGRI 2291

Course Title Agribusiness Sales

Prerequisite(s): Minimum of 30 semester credit hours

Catalog Description: Exploration of agribusiness sales. Functions and role of sales representatives. Productive relationships between consumers and sales representatives.

Credit Hours: 3.0

Class Hours: 45

Lab Hours: -

Total Contact Hours: Total of Class + Lab Hours 45

II. COURSE OBJECTIVES: *Course will:*

1. Explain the definition of professional selling within agriculture
2. Comprehend the psychology of agriculture selling
3. Demonstrate different sales techniques used in agriculture
4. Prepare students how to correctly plan a sales presentation.
5. Establish the sales process.
6. Help identify and build customer relationships.
7. Identify customer satisfaction and follow up
8. Develop agriculture selling skills

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A. STUDENT LEARNING OUTCOMES: *Student will be able to:*

1. Describe what is professional selling.
2. Understand customer needs by understanding their surroundings.
3. Distinguish between indirect and direct selling
4. Develop a variety of sales presentations and distinguish the differences.
5. Cultivate a sales presentation using the established sales process
6. Build customer relationships and how to maintain them.
7. Build customer satisfaction by understanding the 4 levels of satisfaction.
8. Develop and present a sales presentation

B. GENERAL EDUCATION LEARNING OUTCOMES

GELO #1: Oral Communication

Effective communication skills are the bedrock of successful, fulfilling personal and professional relationships. Students graduating from SCC will have had opportunities to explore their own communicative behaviors and skills. They will have learned and practiced research, writing and presentation skills (both verbal and nonverbal) which will enable them to present informed, organized information in an ethical, engaging manner to different types of audiences, in various contexts. They also have developed critical listening and thinking skills, which are applicable to personal and professional contexts.

Outcomes:

1. Competently communicate messages - both verbally and nonverbally - to a variety of audience types and in a variety of situations.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

V. INSTRUCTIONAL MATERIALS

A. Required Text(s): Downey, W. David; Holschuh, Marilyn; and Jackson, Michael A.

ProSelling: 1st Edition – Third Printing - 2011

ISBN # - 978-0-9788952-1-1

B. Other Resources:

Notebook or binder, pen, paper, outside reading, library research, industry materials

VI. METHODS OF PRESENTATION/INSTRUCTION

Methods of presentation typically include a combination of the following:

- A. Lecture
- B. Audio-visual presentations
- C. Observations
- D. Working field trips
- E. Research and writing assignments
- F. Guest lecturers and speakers

VII. METHODS OF EVALUATION

Methods of evaluation typically include a combination of the following:

- A. Quizzes, tests, exams
- B. Skills tasks (individual/group)
- C. Research/observation paper and/or project
- D. Daily participation
- E. Attendance

SCC STANDARD GRADING SCALE POLICY:

| | |
|------------------|-------------------|
| A+ 95-100 | C+ 75-79 |
| A 90-94 | C 70-74 |
| B+ 85-89 | D+ 65-69 |
| B 80-84 | D 60-64 |
| | F Below 60 |

VIII. SPECIFIC COURSE REQUIREMENTS:

- A. Achieve passing grade of 60% or higher, based on SCC grading scale
- B. Complete all projects, assignments, learning exercises, and any additional assignments required by instructor
- C. No hats, tobacco products, or cell phones
- D. Attendance is important for successful completion of this class, therefore more than three unexcused absences will result in lowering of course grade one letter per unexcused absence in excess of three.