

Bemidji State University

IT 3870: Technical Sales/Presentations

A. COURSE DESCRIPTION

Credits: 2

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The philosophy and practice of consultative selling. The course stresses the methodology and planning, design and negotiation of technical sales. The course also covers the basics of designing technical proposals and presentations.

B. COURSE EFFECTIVE DATES: 08/26/1997 - 08/24/2014

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted