

# AGMT 102: AG SALES AND MARKETING

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**Proposer:**

**Name:**

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**Effective Term:**

Fall 2020

**Credit Status:**

Credit - Degree Applicable

**Subject:**

AGMT - Agricultural Management

**Course Number:**

102

**Catalog Title**

Ag Sales and Marketing

**Catalog Description**

This course involves the study of principles and practices of the selling process including selling strategies, approaches, why and how people buy, prospecting, territory management, and customer service. Students will also learn self-management, communication, and interpersonal skills necessary in developing managerial abilities, leadership qualities, and facilitating teamwork within the agribusiness sector.

**Method of Instruction:**

Distance Education  
Lecture and/or Discussion

**Course Units/Hours:**

**Course Units Minimum:**

3

**Lecture Hours Minimum (week)**

3

**Lab Hours Minimum (week)**

0

**Activity Hours Minimum (week)**

0

**Total Contact Hours Minimum (semester)**

52.5

**Total Outside Hours Minimum (semester)**

105

**Total Student Learning Minimum Hours (semester)**

157.5

**Repeatability:**

No

**Open Entry/Exit:**

No

**Field Trips:**

Not Required

**Grade Mode:**

Standard Letter

**TOP Code:**

011200 - \* Agriculture Business, Sales and Service

**SAM Code:**

C - Clearly Occupational

**Course Content**

**Methods of Assessment:**

- Multiple choice tests
- Oral presentations
- Problem solving assignments or activities
- Problem solving quizzes or exams
- Short answer quizzes or exams
- Skill demonstrations
- Written essays or extended papers

**Course Topics:**

Course Topics	
1	Introduction to the scope and variety of the sales industry.
2	Agricultural leadership: styles and leadership, characteristics of successful leadership, and teamwork in organizations
3	Overview of relationship selling: why and how people buy, consultative sales, and the importance of long term relationships
4	Communication skills: behavioral styles and communication techniques, overcoming barriers in communication, effective listening skills and non-verbal communication
5	Prospecting
6	The sales presentation: approach, presentation/demonstration, features and benefits, negotiations, objections, closing and post-closing follow-up
7	Sales ethics: social responsibility and ethics, factors affecting ethical choices and criteria for ethical decision making
8	Practical exercises in developing collateral marketing materials, developing social media marketing, presentation management and formal sales presentations

**Course Objectives:**

Course Objectives	
1	Recognize and understand the characteristics needed for successful agribusiness sales.
2	Analyze and apply the component parts and dynamics of the sales process.
3	Explain the benefits of providing post-sales customer service for agricultural customers.
4	Create and deliver formal sales presentations utilizing computer presentation software demonstrating effective public speaking skills.
5	Define leadership and the characteristics of successful leadership.
6	Demonstrate interpersonal and organizational communication skills.
7	Demonstrate principles of effective listening, overcoming communication barriers, and effective verbal and non-verbal communication.
8	Explain social responsibility and ethics, factors affecting ethical choices, criteria for ethical decision-making.

**Course Outcomes:**

Course Outcomes	
1	Students will be able apply the selling process to deliver a professional sales presentation for an agriculture service or product using learned sales strategies and techniques.
2	Students will be able to develop a detailed marketing plan for a new agriculture product or service.

**Assignments:**

Assignment Type:	Details
Reading	Students will be required to read assigned chapters covering class content from the text and be prepared to discuss the reading during class sessions.
Writing	Students will create a marketing plan and sample marketing materials for a new agriculture product and/or service.
Homework	Students will have to identify and describe different closing techniques.

**Textbooks or other support materials**

Resource Type:	Details
Books	Futrell, Charles. (2014). Fundamentals of Selling, Thirteenth Edition. McGraw-Hill.

**Transferable to CSU**

Yes - Approved

**CSU General Education**

Transferable to CSU

**Other Degree Attributes**

Degree Applicable

Not a Basic Skills Course

**Distance Learning Addendum**

AGMT102 - DLA - Approved March 27 2019 Fillable Form.pdf

**Banner Title:**

Ag Sales and Marketing

**Curriculum Committee Approval Date:**

03/18/2020

**Academic Senate Approval Date:**

03/25/2020

**District Governing Board Approval Date:**

04/13/2020

**Course Control Number:**

CCC000327986

**C-ID:**

AG-AB112