**SAN BERNARDINO VALLEY COLLEGE**

**Business Administration Department**

**Student Learning Outcomes**

**BUSAD 016: Principles of Selling**

1. **Students will be able to critically examine the role of personal selling as a communications tool from an organization standpoint. They will attain a realistic comprehension of the changing nature of person selling, while understanding its evolving strategic role and critical importance of the selling function within an organization. They will develop creative, critical thinking and reasoning skills for enhanced problem solving.**
2. **Students will demonstrate mastery of the consultative, needs-satisfaction selling methodology, will improving their ability to sell themselves, their ideas and an organization’s market offering. Students will develop communication skills, preparing and delivering several sales presentations for a business or a non-profit organization.**