

EM-BAS 420 : Sales, Negotiation, and Creative Product Development

Credits 5

Quarter Offered Winter

This course addresses the application of basic principles of sales and negotiations through the introduction and analysis of the negotiation process. It focuses on finding customers and developing relationships, using sales strategies and tools to meet clients' needs and finding and negotiating solutions for customers. This course explores the creative product development process and organization. Topics include identifying customer needs, planning the product and concept generation through testing. This class may include students from multiple sections.

Must be seeking a Bachelor of Applied Science in Management degree to enroll. If interested, visit pencol.edu/bas

Prerequisites

Entrepreneurship/Marketing Management BAS Program Admittance

Course Outcomes

- Research negotiation strategies and evaluate their use and success in negotiations.
- Develop solutions for customers through negotiation.
- Identify sales strategies to meet the needs of clients.
- Explain the product development process and organization.
- Identify customer needs.
- Explain concept generation, selection and testing.