



COMMUNICATIONS 1006

ARTS DIVISION

COMMUNICATIONS

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N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Orlando, FL: Avial, R. A. et al. The Professional Selling Skills Workbook, Latest Ed. Harcourt Brace.

Englewood Cliffs, New Jersey: Chaney and Martin. Intercultural Business Communication, Latest Ed. Prentice Hall.

Consultant, Latest Ed. Washington, D.C.: John Wiley

Guttman, Peter. The International and Sons.

O: COURSE OBJECTIVES

The student will be able to demonstrate knowledge of effective sales techniques, demonstrate the ability to apply sales techniques in a business environment.

3. explain the different cultural values and expectations of various cultures and ethnic

R: COURSE EVALUATION

10%	Class participation
10%	Marketing exercises
20%	Written term project