



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1IQ002 The Psychological Basis of Selling, 30 högskolepoäng
The Psychological Basis of Selling, 30 credits

Main field of study
Business Administration

Subject Group
Business Administration

Level of classification
First Level

Progression
G1F

Date of Ratification
Approved by Organisational Committee 2009-06-17

The course syllabus is valid from spring semester 2010

Prerequisites
To be admitted to the course the student should at least have 20 higher education credits in the course Introduction to the International Sales and Marketing Programme, 30 higher education credits

Expected learning outcomes
The students shall

Have broad knowledge of

- Basic concepts in psychology
- Basic concepts in social psychology
- Purchasing and the organization of purchasing
- The sales pitch
- Sales administration
- Support systems for sales

Be able to apply

- Presentation techniques
- Selling and negotiation
- Negotiations in different cultures
- Aggressiveness and the Management of conflicts
- Management of group processes

Understand

- How psychology and social psychology determines the sales situation
- How to manage sales and negotiations in a psychology and social psychology determined situation

Content

Psychology and Social Psychology, 13,5 higher education credits

- Self knowledge
- Basic psychology
- About the other – the customer
- About oneself
- Each has a context
- About the relation with the other, communication

Sales in a Marketing perspective, 9 higher education credits

- Purchasing and the organization of purchasing
- The decision process of the buyer
- Behaviour of industrial buyers
- Purchasing Management
- The sales pitch
- Sales Administration
- Sales Organization
- Sales Management
- Key Account Management
- Measuring of sales activities and incentive systems
- Customer strategies, development of needs
- Support systems for sales

Integrative project, 7,5 higher education credits

- Project work with focus on sales-processes or sales organization
- Integrating Psychology, Sales and General Business Administration

Type of Instruction

All teaching is conducted in close co-operation to companies in the surrounding society. The methods are literature studies, lectures and open-ended case seminars.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Written examinations, seminar papers

A retest will be offered a few weeks after the original test for students who have not successfully passed the original test. At least 5 tests will be offered.

The grades are Pass with Distinction (80%-100%), Pass (60%-79%) or Failure (0%-59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

Course Evaluation

A written course evaluation is performed and compiled into a report to be kept in the university school archives. The result and any measures taken are communicated to the

course co-ordinator and presented to the students participating the next time the course is offered.

Required Reading and Additional Study Material

Required reading

Cialdini, R B, *Influence – The Psychology of Persuasion*, Quill, New York, latest edition, 150 pages, selected parts

Hofstede, G, Hofstede, GJ, *Cultures and Organizations: Software of the Mind*, McGraw-Hill, 2004, 300 pages

Lilienfeld, SO, Lynn, SJ, Namy, LL, Woolf, NJ, *Psychology: From Inquiry to Understanding*, Parson, 2008, 700 pages, selected parts

Samovar, LA, Porter, RE, McDaniel, ER, *Communication Between Cultures*, 6th edition, Wadsworth Publishing, 2006, (paperback), 432 pages

Western Washington University, *Online Readings in Psychology and Culture*, http://www.ac.wvu.edu/~culture/contents_complete.htm, the following chapters:

Strohschneider, S, *Cultural Factors In Complex Decision Making* (unit 4, chapter 1)

Güss, CD, *Decision Making In Individualistic and Collectivistic Cultures* (unit 4, chapter 3)

Hills, MD, Kluckhohn and Strodtbeck's Values Orientation Theory(unit 6, chapter 3)

Suh, EM, *Subjective Well-Being Across Cultures* (unit 7, chapter 1)

Sussman, NM, *Sojourners To Another Country: The Psychological Roller-Coaster of cultural Transitions* (unit 8, chapter 1)

Triandis, HC, *Subjective Culture* (unit 15, chapter 1)

Wang, J, *Knowing The True Face of a Mountain: Understanding Communication and Cultural Competence* (unit 16, chapter 3)

Other articles, 100 pages

Snyder, T, Kearns, K, *Escaping the Price-Driven Sale*, McGraw-Hill, New York, 2008, 217 pages

Monczka, R M, *Purchasing and Supply Chain Management*, Cengage Learning, 4 ed, 2008, 810 pages

Jobber, D, Lancaster, G, *Selling and Sales Management*, Prentice-Hall, Harlow Essex, 7 ed, 2006, 514 pages

School of Management and Economics, *Articles*, 400 pages

Reference literature

Rackham, N, *Major Account Sales Strategy*, McGraw Hill, New York, latest edition, 212 pages