**SALES & SERVICE TECHNOLOGY COURSES - SST**

**SST 1143. Fundamental Selling Techniques (3) *Su, F, S***

A retail, wholesale, and direct selling course. Emphasis upon mastering and applying the fundamentals of selling. Preparation for and execution of sales demonstrations required.

**SST 1303. Distribution Principles (3) *Su, F, S***

Examination of the distribution process of goods and services, the interrelationships of customer demands, production, pricing, promotion, and the movement of goods from producer to consumer.

**SST 1401. Introduction to Sales and Service Technology (1) *Su, F, S***

This course is designed to help those new SST majors or those exploring the SST major field learn more about the career/employment options available. This course is also designed to review the various academic emphases, major requirements, and decision making process.

**SST 1503. Introduction to Fashion Merchandising (3) *Su, F, S***

A study of the Fashion Merchandising industry, including careers in design, manufacturing, wholesaling, promotion, and retailing, including well-known designers, manufacturers, promotion media and apparel and accessory retail institutions.

**~~SST 1602. Advanced Selling Techniques (2)~~ *~~Su, F, S~~***

~~Study of advanced selling techniques, including persuasion, prospecting, client analysis, sales presentation organization and territory and time organization.~~

**SST 1890. Work Experience (1-3) *F, S***

Open to all first year declared majors in Sales & Service. Provides academic credit for on-the-job experience. Grade and amount of credit will be determined by department. May be repeated a maximum of 3 times or until a maximum of 6 credit hours is reached.

**SST 2182. Credit and Collection Methods (2) *Su, F, S***

The study of specific credit and collection methods for retail, wholesale, and service industries; including cost of retail credit, credit investigation, methods of collecting bad accounts, securing new business through credit applications, and credit control.

**SST 2383. Retail Merchandising and Buying Methods (3) *Su, F, S***

The study of the retail buyer's duties, different buying organizations, and techniques, procedures of purchasing merchandise for resale and retail merchandising strategies.

**SST 2443. Advertising Methods (3) *Su, F, S***

A study of advertising methods as they relate to local retail, wholesale, and service industries, including newspaper, magazine, radio, TV, mail, outdoor and special promotion events.

**SST 2603. Advanced Selling Techniques (3) *Su, F, S***

Study of advanced techniques including, opening, investigating, demonstrating capability and obtaining commitment of the consultative and strategic seller.

**SST 2703. Internet Sales and Service (3) *Su, F, S***

The study of Internet sales, service and technology. Understanding the process of establishing an online business, setting up online shopping capabilities and database integration. Online customer service and retention, buyer behavior and current Internet sales issues are presented.

**SST 2890. Work Experience II (1-3) *F, S***

Open to second year declared majors in Sales and Service. A continuation of SST 1890. May be repeated a maximum of 3 times or until a maximum of 6 credit hours is reached.

**SST 2903. Professional Selling on the Internet (3) *Su, F, S***

The study of selling and customer service techniques as they are applied to web site development and Internet sales.

**SST 2991. Sales/Service Technology Seminar (1-3) *S***

Directed studies, group discussions, and analysis of selected topics pertinent to sales and service technology. Also designed to prepare sales and service majors for the job market and career opportunities. May be repeated until a maximum of 3 credit hours is reached.

**SST 3103. Sales Personalities and Profiles (3) *Su, F, S***

Utilization of personality profiling and behavioral styles profiling assessment instruments as applied to account representatives, retail salespersons, sales engineers, industrial product salespersons non-technical and service salespersons. Prerequisite: SST 1143.

**SST 3203. Customer Service Techniques (3) *Su, F, S***

A study of customer service techniques required in order to sell and service products, systems, or services needed by industrial manufacturing, processing, mining, construction firms, or other related technical areas.

**SST 3363. Contract and Sales Negotiation Techniques (3) *Su, F, S***

Principles, techniques and analysis of strategies involved in contract and sales negotiations. Development of integrated strategies through group and individual interaction. Prerequisite: SST 1143.

**SST 3563. Principles of Supervision (3) *Su, F, S***

Practical application of first-line supervisory skills including choosing, organizing, training, and evaluating entry-level employees; making supervisory decisions; and solving first-line supervisory problems. Understanding the basic responsibilities of a supervisor in production organizations and service organizations.

**SST 3702. Developing Team Leadership Skills (2) *Su, F, S***

A skills based course designed to develop the interpersonal and leadership skills necessary to work effectively in teams and guide teams through the group stages of development. This course will be facilitated in such a way the participants will learn how to diagnose team developmental level and develop a high performing team by applying the principles of situational leadership and the DISC personality profiles system. Prerequisite: SST 3563.

**SST 3803. Sales Engineering Techniques (2 contact, 1 lab) *Su, F, S***

A study of selling techniques required in order to sell products, systems, or services needed by industrial manufacturing, processing, mining, construction firms, or other related technical areas. Prerequisite: SST 3563 and TBE 3090.

**SST 3903. Sales Presentation Strategies and Techniques (3) *Su, F, S***

Principles and practices for the five major categories of professional sales consultants. Prerequisites: SST 1143, 3803 and TBE 3090.

**SST 4203. Ethical Sales and Service (3) *Su, F, S***

Principles, techniques and analysis of ethics in the sales and service professions. Utilizes group interaction, individualized hands-on experiences and a field based experience.

**SST 4610. Senior Project I (3) *Su, F, S***

A capstone project for students in their final year of the technical sales degree. Provides hands-on experiences in the areas of sales and service including sales, customer service techniques, presentation strategies, and team leadership development. This course focuses on working with sales and service problems in a departmentally approved work environment. Prerequisites: SST 3103, 3363, 3903.

**SST 4620. Senior Project II (3) *Su, F, S***

A continuation of SST 4610. Prerequisites: SST 3103, 3363, 3903.

**SST 4830. Directed Readings (1-3) *F, S***

Individual readings supervised by a faculty member. Prerequisite: Approval of instructor.

**SST 4920. Short Courses, Workshops, etc. (1-2) *F***

Consult the semester class schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript.

**SST 4992 (4993). Senior Seminar (~~2)~~ (3) *Su, F, S***

Research and discussion of sales and service related problems. Also designed to prepare sales and service majors for the job market and career opportunities.

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