Course Syllabus

ST 101  Sales Skills for Sustainable Products and Services

Credit Hours: 3.00
Contact Hours: 45.00

Course Description: This course in sustainable sales practices will prepare students for the wide array of jobs in technical sales of sustainable products and services. The course will also cover the technical presentation principles necessary for technicians, managers and business owners to communicate well in the language of sustainability. Students apply principles learned to real world sustainability issues and will create technical presentation solutions for businesses, non-profits, governmental agencies and neighborhoods.

Prerequisites: Any SED, RET, WET, GTT or AUT 150-155 Class

Expected Competencies:
Upon completion of this course, the student will be familiar with:
• Demonstrate knowledge of and be able to communicate the principles of a sustainable business model incorporating environmental, economic, social justice concerns in a political environment.
• Demonstrate knowledge of and be able to communicate the difference between renewable/sustainable practices verses non-renewable production in energy production, product development, as well as sales and marketing.
• Demonstrate how to access distribution opportunities for sustainable products and processes in the governmental, business and non-profit sectors.
• Effectively communicate the results of analyses of the economic and political viability of sustainable products and services.
• Research and be able to identify emerging career opportunities in businesses where there is an emphasis on sustainability.

Assessment Methods:
Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

Grading Scale:
90%-100% = A
80%-89.9% = B
70%-79.9% = C
60%-69.9% = D
<60% = E