



SPEECH (SPC)

SPC 1103 SALES COMM

Description: This course will instruct students in retail and service salesmanship, emphasizing the purpose of selling, the characteristics and functions of the salesperson, sales promotion, locating and qualifying prospects, and the steps in making a sale. Students are required to select a product, develop a sales manual and make a sales presentation.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

SPC 1113 PUBLIC SPEAKING

Description: This course contains a study of the methods of developing and presenting oral communications. It includes techniques in speech making and other methods of communicating orally in the business world.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded