**Instructor(s)/Author(s): Chris McGill**

**Online Lab Hours/Total Lab Hours:**

**Online Lecture Hour/Total Lab Hours: 54**

**Course will be offered (check one):**

X Completely online (listed as Online in the LMC Schedule of Classes), 100% of the instructional hours are conducted by distance education.

Hybrid/fully online (listed as Hybrid in the LMC Schedule of Classes), 50% or more of the instructional hours are conducted by distance education (Title 5 defines fully online as 50% or more).

Hybrid/partially online (listed as Hybrid in the LMC Schedule of Classes), less than 50%, but 1 or more of the instructional hours are conducted by distance education.

*All online materials must be accessed by the student logging in through Desire2Learn to ensure ACCJC Authentication requirements are met. Instruction provided as distance education is subject to the requirements that may be imposed by the Americans with Disabilities Act (42 U.S.C. § 12100 et seq.) and section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794d).*

**For each CSLO for the course, Please list the instruction method and document how the instructor will ensure regular and substantive interaction, initiated by the instructor.**

CSLO #1: Understand and discuss the principles of personal selling and relationship building.

* Instruction Method:
* Lecture
* Collaborative learning/Peer Review
* Role Playing
* Problem –based Learning/Case Studies
* Discussion

Students will engage in collaborative, instructor initiated discussion boards including peer review, view online videos, podcasts, read textbook chapters, review PowerPoint summaries, and read current articles. Instructor will provide regular effective and substantive interaction by engaging in discussions, posting announcements, and providing individual feedback for submitted work and exams.

CSLO #2: Identify how to successfully implement the 8-Step Sales Cycle Process.

* Instruction Method:
* Lecture
* Collaborative learning/Peer Review
* Role Playing
* Discussion

Students will engage in collaborative, instructor initiated discussion boards including peer review, view online videos, podcasts, read textbook chapters, review PowerPoint summaries, and read current articles. Instructor will provide regular effective and substantive interaction by engaging in discussions, posting announcements, and providing individual feedback for submitted work and exams.

CSLO #3: Analyze the challenges and opportunities facing the travel industry that might influence the formulation of effective marketing strategies

* Instruction Method:
* Lecture
* Collaborative learning/Peer Review
* Role Playing
* Discussion

Students will engage in collaborative, instructor initiated discussion boards including peer review, view online videos, podcasts, read textbook chapters, review PowerPoint summaries, and read current articles. Instructor will provide regular effective and substantive interaction by engaging in discussions, posting announcements, and providing individual feedback for submitted work and exams. Discussion board topics will align with weekly information.

Approved by Department Chair:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Approved by Curriculum Committee: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_