SALESMASTSHIP & JOB SEARCH FOUNDATION
Course Syllabus

Course Number: BARB-1234A  
OHLAP Credit: No
OCAS Code: None
Course Length: 25 Hours
Career Cluster: Human Services
Career Pathway: Personal Care Services
Career Major(s): Barber

Pre-requisite(s): This course provides the student with advertising and sales techniques and their benefits. Students also practice customer service techniques.

Course Description:
This course provides the student with advertising and sales techniques and their benefits. Students also practice customer service techniques.

Textbooks:

Course Objectives:
A. Discuss Selling in the Barbershop¹
   1. Explain the different types of advertising.¹
   2. Develop professional, knowledgeable but subtle sales techniques.¹
   3. Exhibit a thorough knowledge of services offered and the benefits of each service.¹
   4. Explain the benefits and qualities of retail products available for sale.¹
   5. Develop customer oriented telephone techniques.¹

¹ Oklahoma State Barber Board Objective
² ODCTE Objective
All unmarked objectives are TTC instructor developed.

Teaching Methods:
The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures:
1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.
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Description of Classroom, Laboratories, and Equipment:
Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit
The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility:
The student must maintain a grade point average of 2.0 or better.