

A - New Course Proposal V. 7.2022 : Entry # 3579**DEAN Decision**

Approved

Is this course intracollegiate or intercollegiate?

Intracollegiate

SCHOOL EPC Decision

Approved

Date

11/09/2025

Begin Form**Today's Date**

09/14/2025

Your Name:

Robert Hirth

Your Email:rhirth@highpoint.edu**Are you a Department Chair?**

No

Department Chair Name

Larry Quinn

Email address of your Department Chairlquinn@highpoint.edu**By checking below, I certify that my department chair has seen and approved the new course that I am proposing.**

Yes

Please select the appropriate school overseeing this proposal:

Entrepreneurship

When should this proposal take effect?

Fall 2026

Information for the Registrar

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Choose the department designator from the list below.

SLS

Proposed Course Number?

3200

Is this course cross listed?

No

Does this course replace a current course?

No

What is the title of the new course?

Sales Presentations and Storytelling Techniques

Write the catalog description of your proposed course:

This course develops the communication, presentation, and narrative skills required to persuade buyers and advance sales opportunities. Students learn to craft benefit-led messages based on explicit customer problems, and translate insights into clear, visual, and memorable presentations that drive action. Emphasis includes buyer/audience analysis, message framing and contrast, slide and data storytelling, delivery presence, ethical communication, objection handling, virtual/hybrid delivery, and a capstone sales presentation.

How many credit hours will this course be?

4

How will the course be graded?

Letter grade

Please select the course repeat option for this course:

Not repeatable for credit

What is the offering cycle for this course?

Every semester

Does your course have any prerequisites?

No

Is this new course being proposed because of a new or revised major or minor proposal?

This course is part of the CSE curriculum review process

Gen Ed and Academic Programs

Is this course part of Gen Ed?

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- No

Does this course count towards a major or a minor?

Yes

Please list the Major / Minor and if it is Required or Elective

SLS Major - Required, ENT Major - Required

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

This course focuses on students learning the practical skills of presenting to various groups - including potential buyers and investors. This course is directly in line with the mission of the sales department

List all student learning outcomes for this course.

Analyze audiences (personas, problems, motivations) and align presentations to explicit buyer needs.

Plan and structure persuasive narratives with clear calls-to-action using contrast and story form.

Design concise, visual slides that emphasize benefits and integrate data effectively.

Deliver with executive presence and adapt confidently during Q&A and objections.

Integrate demos and proof (ROI snippets, testimonials, pilots) to substantiate value claims.

Adapt for virtual/hybrid and team delivery, including role handoffs and tool etiquette.

Demonstrate ethical standards in message framing, evidence use, and audience respect.

Assemble a portfolio of short presentations and a capstone sales deck that meet professional benchmarks

List any units or content areas that will be required for all sections of this course.

None

List any assignments, tests, or other assessments that will be required for all sections of this course.

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None

List any readings or other materials that will be required for all sections of this course.

None

List any course policies that will be required for all sections of this course.

None

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

No thank you

Is there anything else the reviewing parties should know about this new course proposal that hasn't been addressed?

I don't think so

Sample Syllabus

- [SLS-3200 Sales Communications-Syllabus.docx](#)