

SYLLABUS FALL 2015

WEST LOS ANGELES COLLEGE 9000 OVERLAND AVE., CULVER CITY, CA 90230
MARKETING 1
PRINCIPLES OF SELLING (CSU)

Section No. 4436, Wednesday, 6:45-10:00, School Website: www.wlac.edu

Adjunct Assistant Professor: S.T. Scott; Classroom: CE 202

Book: Sell4, 4th Edition, by Ingram, Cengage Learning, ISBN: 13:9781285164724

Telephone: 310 594-8605

Office hours, W 6:15-6:45 before class

E-mail:Scottst@wla.edu

Please do not call if you are going to be late, absent or for lecture notes. Obtain lecture notes from classmates. Call or E-mail only if there is going to be an extended emergency absence.

Welcome

This semester, you will have the opportunity to develop skills and habits that form the basis for success not only in this class but in all aspects of your life. You will learn to influence, persuade and motivate others by communicating win-win situations that lead to meaningful long term relationships. I encourage you to take advantage of our time together by being prepared, open to new, but proven principles and willing to practice Professional Selling behaviors that you may not be comfortable with at first. You will be well trained Professional Salespeople at the conclusion of this course.

Course Description

This course emphasizes the principles used in persuasive communication. Consumer buying behavior, presentations, and closing sales are covered. The course is designed to help students currently involved in sales, as well as those seeking to improve their communication skills. Sales presentations, video tapes and case studies are used.

Learning Outcomes

You, the students, will develop and demonstrate the following learned behaviors:

- A. Critical Thinking: Identification and analysis of target markets utilizing computer databases and other published materials, approaching and qualifying prospects, developing needs and setting objectives. Analysis and application of the personality styles of Decision Makers or Decision Influencers.
- B. Communication: Effective conversational techniques will be utilized in a sequential manner to approach, probe for needs and business objectives and to propose and close sales based on the prospects motivation. A business proposal will be created and presented that quantifies value and cost. The appropriate communication style that mirrors the DM's and DI's will be utilized. Weekly role play situations will reinforce learned behaviors and a final group presentation will demonstrate the principals of professional selling.
- C. Ethics: Standards of ethical behavior will be practiced and demonstrated weekly, exemplifying personal and professional integrity, honesty and fairness. Only explicit needs uncovered in conversations with prospects and valid features verifiable by independent sources will be used in business presentations/proposals.

Class Activities

Lecture

Reading assigned book, class participation, quizzes and chapter LO's E-mailed weekly

Weekly role-play demonstrations of the steps of the sale. Needs uncovered will be retained and utilized step by step

Mid-term and Final examinations

Final role-play of the steps of the sale

Criteria for Grading (No assignment will be accepted if more than one week late)

Class participation (if you can't be on time, be early)	20%
Weekly role plays and chapter LO's	20%
Mid-term paper on techniques of persuasive communication and buyer behavior	20%
Final examination and paper focusing on the presentation, closing and follow-up	20%
Final role play, written and group presentation	20%
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A = 90%-100%, B = 80%-89%, C = 70%-79%, D = 60%-69%, F less than 60%	100%

Each student is responsible for their enrollment in and withdrawal from the class. Three absences and you can be dropped from the class. No visitors or guests are allowed in classroom. Please turn off cell phones or place on vibrate and leave the classroom before answering. Plagiarism, classroom disruption, etc. will be addressed according to established procedures. Please review standards of student conduct on attached page. You will be held accountable. Standards will be enforced. No food or beverages allowed in the classroom. Review attached Standards of Student Conduct.

No recording devices may be used in the classroom, video or audio. Review your academic progress with a counselor. Recommended Classes: Library Science and Learning Skills. If needed utilize the office of Disabled Student Programs and Services (DSP&S) telephone (310) 287-4450. Located in the Student Services Building Room 320.

CALENDAR OF THE CLASS ATTACHED

SYLLABUS IS SUBJECT TO CHANGE

**FALL 2015
CALENDAR OF THE CLASS**

Date	Class Activity	Assignments
09-02-2015	CLASS OVERVIEW	
09-09-2015	ROLE PLAYS: THE APPROACH	CHAPTER 1 & LO's
09-16-2015	ROLE PLAYS: THE APPROACH	CHAPTER 2 & LO's
09-23-2015	ROLE PLAYS: NEED, VALUE AND MOTIVATION BUILDING	CHAPTER 3 & LO's
09-30-2015	ROLE PLAYS: NEED, VALUE AND MOTIVATION BUILDING	CHAPTER 4 & LO's
10-07-2015	ROLE PLAYS: SETTING THE	CHAPTER 5 & LO's

BUYERS OBJECTIVES

10-14-2015	ROLE PLAYS: SETTING THE BUYERS OBJECTIVES	CHAPTER 6 & LO's
10-21-2015	MID-TERM EXAM	
10-28-2015	ROLE PLAYS: THE PRESENTATION	CHAPTER 7 & LO's
11-04-2015	ROLE PLAYS: THE PRESENTATION	CHAPTER 8 & LO's
11-11-2015	COLLEGE IS CLOSED FOR VETERANS DAY	
11-18-2015	ROLE PLAYS: THE CLOSE	CHAPTER 9 & LO's
11-25-2015	ROLE PLAYS: THE CLOSE	CHAPTER 10 & LO's
12-02-2015	FINAL GROUP ROLE PLAY PREPARATION	CHAPTER 11 & LO's
12-09-2015	FINAL GROUP ROLE PLAYS PREPARATION	
12-16-2015	FINAL GROUP ROLE PLAYS AND FINAL EXAM	

