

**SYLLABUS SPRING 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

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.

**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. The personality style of Decision Makers or Decision Influencers will be assessed.
- 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 LO's E-mailed weekly

Weekly role-play demonstrations of the steps of the sale

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 LO's	20%
Mid-term paper on techniques of persuasive communication and buyer behavior	20%
Final examination 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.

