

West Los Angeles College
Marketing 001, Section 8079 – Principles of Selling (CSU – 3.0 Units)
Winter Session 2016
Syllabus

Instructor: Charles E. Bray, Jr. **Class Location:** Online **Contact Info:** brayce@wlaac.edu 310-467-3773
Class Dates: 1/04/16-02/07/16 **Office Hours:** Daily – by phone between 7AM and 7PM (leave a message)
Book: Sell, 3rd Edition **Book Authors:** Ingram/LaForge **ISBN (book only):** 978-1-133-18832-2

Students: If you need to reach me quickly, text my cell phone listed above!

Catalog Course Description: This course covers creating effective selling presentations, and persuasive communications.

Student Learning Outcomes & Course Objectives

A. Terminology & Appearance. As with any introductory course, the mastery of the language of the subject matter is essential to future success. This course moves quickly and there are a lot of definitions. Your mastery of these terms is a significant determinate of your grade. There is no substitute for preparation. Don't procrastinate – Just Do It!

B. Business Ethics: Given the myriad of business ethical shortfalls in recent years (Bernard Madoff, Countrywide Mortgages, Goldman Sachs) the importance of a keen understanding of Ethics as it related to selling is more important than ever. Part of our application of selling to business concepts will discuss how ethical or unethical choices impact the presentation of “facts” to clients; and its impact upon society. For extra credit of up to 10% -- one letter grade – students can answer questions based on an article listed below. (See end of syllabus for more details)

C. Qualitative Analysis & Listening Skills: Students must learn to analyze problems by differentiating fact from opinions, using evidence, and sound reasoning to specify multiple solutions and their consequences. Also, we will learn how top salespersons discern subtle nuances in client behavior to overcome objections and “close the deal.” As a follow up to the lesson on ethics, the class will examine how to directly address client concerns and to deliver superior value to meet client requirements.

D. Quantitative Reasoning: Students should be able to identify, analyze, and solve problems that are quantitative in nature. Sound quantitative skills are an essential component of career success as it relates to selling and to accurately computing your commission checks!!!

Therefore, the quantitative reasoning objectives of this course are to:

- * Apply basic math skills to sales concepts; * Demonstrate mastery of math skills to selling concepts
- * Sell decisions using quantitative information * Examine the relationship between sales & finance

Students will be measured via test questions and assignments. Don't worry if you're not good in a particular area. My role is to teach you Principles of Selling, not make it difficult for you to learn. What is most important in this class is that each and every student makes every effort to learn the material. **My goal is to give you an A!** However, A's must be earned and based upon college level academic standards.

YOU GET TWO CHANCES TO TAKE EACH TEST. BE SURE TO LEARN THE MATERIAL AS THIS IS THE MOST IMPORTANT ASPECT THAT I WANT YOU TO DEMONSTRATE!!! ALL TESTS (EXCEPT THE FINAL) ARE OPEN IMMEDIATELY. FINAL OPENS 2/1/16.

THIS CLASS HAS A LOT OF READING IN A SHORT PERIOD OF TIME. I WILL HELP YOU LEARN THE MATERIAL BUT YOU MUST DO THE READING TO DO WELL IN THE CLASS. YOU ARE STRONGLY ENCOURAGED TO READ AHEAD!!!

Week of	Topic	Reading Assignment	Information/Tests/Notes
1/4/16	Ch 1 Class Intro., Overview of Personal Selling	Chapters 1 & 2	
1/4/16	Marketing/Sales Overview Quiz	Quiz	DOWNLOAD SLIDES OFF WEBSITE-THIS QUIZ IS BASED OFF THEM!!!!
1/4/16	Ch 2 Building Trust & Sales Ethics	Chapters 1 & 2	
1/11/16	Ch 3 Understanding Buyers (TEST 1 & 2)	Chapters 3 & 4	Test Chapters 1 & 2
1/11/16	Ch 3 Understanding Buyers Ch 4 Communication Skills	Chapters 3 & 4	
1/18/16	Test Ch 3 & 4	Chapters 5 & 6	Test Chapters 3 & 4
1/18/16	Ch 5 Strategic Prospecting & Preparing for Sale	Chapters 5 & 6	
1/18/16	Ch 6 Planning Sales Dialog & Presentation	Chapter 7	
1/18/16	Test Ch 5 & 6 , Chapter 7: Sales Dialog: Creating & Communicating Value	Chapters 7 & 8	Test Chapters 5 & 6
1/25/16	Ch 7, Ch 8 Addressing Concerns & Earning Commitment	Chapters 7 & 8	
1/25/16	Test Ch 7 & 8	Ethics Research	Test Chapters 7 & 8
1/25/16	Ethics Questions – Extra Credit Work	Due 2/2/16	Be sure to follow all instructions!
1/25/16	Ch 9 Expanding Customer Relationships	Chapters 9 & 10	
1/25/16	Ch 10 Adding Value: Self-leadership & Teamwork	Chapters 9 & 10	
1/25/16	Ch 11 Sales Management & Sales 2.0	Chapter 11	
1/25/16	Test Ch 9-11		Test Chapters 9, 10 & 11
2/1/16	Final Exam (WEEK OF 2/1 TO 2/7)	Take final exam.	CLASS OFFICIALLY ENDS!!!

Keys to Success:

1. Keep up with your reading and assignments.
2. If you work consistently and follow step 1 – you will succeed!
3. The most important aspect is that you learn the material!!!

Grading Scale:

90% + = A
 80 – 89% = B
 70 – 79% = C
 60 – 69% = D
 Below 60% = F

Breakdown (subject to change):

Quizzes & Tests (600 pts.): 75%
 Paper (Max of 80 points): (extra credit available)
 Final (200): 25%
 Total: 100%

Course Ground Rules & Student Behavior Standards:

Each student is responsible for their enrollment in and withdrawal from the class. Three missed assignments, tests, and/or quizzes and you can be dropped from the class. Plagiarism, online class disruption, etc. will be addressed according to established procedures at West LA College.

Additional information may be found at:

<http://www.wlac.edu/services/documents/STUDENTBEHAVIORANDCOLLEGEDISCIPLINE.pdf>

All students are required to review the behavior and college discipline document, in addition to the Student and Academic policies listed earlier. Harassment and/or ridicule of classmates WILL NOT BE TOLERATED and are grounds for suspension from the class and/or cancellation from the section.

Instructor Prerogatives:

1. Please note that the instructor reserves the right to change assignments and dates (with ample advance warning) as necessary to foster class mastery of concepts.
2. Instructor reserves the right to add more assignments to promote student learning.
3. Late Assignments – Instructor may (or may not) extend deadline but this is a RARE occurrence.

Instructor Commitment to Students:

1. I will put in as much extra effort for each and every one of you as I possibly can – if you will do the same – for yourself.
2. You will PASS this class if you work consistently and put forth a good effort.
3. If necessary, I will give you more than 1 chance to demonstrate mastery of a concept if you work consistently and put forth a good effort.
4. I will provide an intellectually safe learning environment so ask your relevant questions.
5. My goal is to award as many A's as possible. However, A's must be earned and based upon college level academic standards.
6. I will help you master the concepts so you can get an A if you really want one.

Writing Assignment Instructions (Extra Credit Assignment)

Copy the URL below and read the attached article. Answer questions 1, 2, 4, 5, 6 (skip question 3) as listed in the article for up to 80 points of extra credit (16 points per question).

<http://www.aabri.com/manuscripts/08117.pdf>