

SYLLABUS FALL 2014

**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@wlac.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 and quizzes	20%
Final examination	20%
Final role play (Group Presentation)	<u>20%</u>
	100%

A = 90%-100%, B = 80%-89%, C = 70%-79%, D = 60%-69%, F less than 60%

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.

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 ON REVERSE

SYLLABUS IS SUBJECT TO CHANGE

CALENDAR OF THE CLASS

Date	Class Activity	Assignments
09-03-2014	CLASS OVERVIEW	
09-10-2014	ROLE PLAYS: THE APPROACH	CHAPTER 1 & LO's
09-17-2014	ROLE PLAYS: THE APPROACH	CHAPTER 2 & LO's
09-24-2014	ROLE PLAYS: NEED, VALUE AND MOTIVATION BUILDING	CHAPTER 3 & LO's
10-01-2014	ROLE PLAYS: NEED, VALUE AND MOTIVATION BUILDING	CHAPTER 4 & LO's
10-08-201	ROLE PLAYS: SETTING THE BUYERS OBJECTIVES	CHAPTER 5 & LO's
10-15-2014	ROLE PLAYS: SETTING THE BUYERS OBJECTIVES	CHAPTER 6 & LO's
10-22-1014	MID-TERM EXAM	
10-29-2014	ROLE PLAYS: THE PRESENTATION	CHAPTER 7 & LO's
11-05-2014	ROLE PLAYS: THE PRESENTATION	CHAPTER 8 & LO's
11-12-2014	ROLE PLAYS: THE PRESENTATION	CHAPTER 9 & LO's
11-19-2014	ROLE PLAYS: THE CLOSE	CHAPTER 10 & LO's
11-26-2014	ROLE PLAYS: THE CLOSE	CHAPTER 11 & LO's
12-03-2014	FINAL GROUP ROLE PLAYS	
12-10-2014	FINAL GROUP ROLE PLAYS	
12-17-2014	FINAL GROUP ROLE PLAYS AND FINAL EXAM	

Standards OF STUDENT CONDUCT

A student enrolling in one of the colleges of the Los Angeles Community College District may rightfully expect that the faculty and administration maintain an environment in which there is freedom to learn. This requires that there be appropriate conditions and opportunities in the classroom and on the campus. As members of the college community, students should be encouraged to develop the capacity for critical judgement; to engage in sustained and independent search for truth; and to exercise their right to free inquiry and free speech in a responsible, non-violent manner. In furtherance of the student's interest in free inquiry and the search for truth, it is also important that students be able to hear the views of non-students and engage in the free exchange of ideas with non-students.

All persons shall respect and obey civil and criminal laws, and shall be subject to legal penalties for violation of laws of the city, county, state and nation. All persons shall respect and obey the rules, regulations, and policies of the Los Angeles Community College District. A record will be kept of all persons who use the facilities or grounds of the college.

Conduct in all of the Los Angeles Community Colleges must conform to District and College rules and regulations. Violations of such rules and regulations may result in disciplinary action depending on the individual's status as a student, faculty, staff or visitor. Violations of such rules and regulations include, but are not limited to, the following:

1. Willful disobedience to directions of College officials acting in the performance of their duties.
2. Violation of College rules and regulations including those concerning student organizations, the use of College facilities, or the time, place and manner of public expression or distribution of materials.
3. Dishonesty, such as cheating, or knowingly furnishing false information to the College.
4. Unauthorized entry to or use of the College facilities.
5. Forgery, alteration, or misuse of College documents, records, or identification.
6. Obstruction or disruption of classes, administration, disciplinary procedures, or authorized College activities.
7. Theft or damage to property belonging to the college community, or a campus visitor.
8. The malicious or willful disturbance of the peace or quiet of any of the Los Angeles Community Colleges by loud, unusual noise, or any threat, challenge to fight, fight, or violation of any rules of conduct as set forth in this Article. Any person whose conduct violates this section shall be considered to have interfered with the peaceful conduct of the activities of the college where such acts are committed.
9. Assault or battery, abuse, or any threat of force or violence directed toward any member of the college community or campus visitor engaged in authorized activities.
10. Any possession of controlled substances which would constitute a violation of Health and Safety Code Section 11350 or Business and Professions Code Section 4230, any use of controlled substances that possession of which

are prohibited by the same, or any possession or use of alcoholic beverages while on any property owned or used by the District or colleges of the District. "Controlled substances" as used in this section include, but are not limited to the following drugs and narcotics:

- a) opiates, opium and opium derivatives
- b) mescaline
- c) hallucinogenic substances
- d) peyote
- e) marijuana
- f) stimulants and depressants
- g) cocaine

11. Possession, while on a college campus or at a college-sponsored function, of any object that might be used as a lethal weapon is forbidden by all persons except sworn peace officers, police officers, and other governmental employees charged with policing responsibilities.
12. Behavior while on a college campus or at a college-sponsored activity, inconsistent with the District's non-discrimination policy, which requires that all programs and activities of the Los Angeles Community College District be operated in a manner which is free of discrimination on the basis of race, color, national origin, ancestry, religion, creed, sex, pregnancy, marital status, sexual orientation, age, handicap or veteran status.
13. Any assemblage of two or more persons to (1) do an unlawful act; or (2) do a lawful act in a violent, boisterous or tumultuous manner.
14. Any agreement between two or more persons to perform illegal acts.
15. Every person who, by physical force, willfully obstructs, or attempts to obstruct, any student or teacher seeking to attend or instruct classes at any of the campuses or facilities owned, controlled or administered by the Board of Trustees of the Los Angeles Community College District, is punishable by a fine not exceeding five hundred dollars (\$500), or imprisonment. As used in this section, "physical force" includes, but is not limited to, use of one's person, individually or in concert with others, to impede access to or movement within or otherwise to obstruct the students or teachers of the classes to which the premises are devoted.
16. Every person who attempts to cause, or causes, any officer or employee of any of the Los Angeles Community Colleges or any public officer or employee to do or refrain from doing, any act in the performance of his/her duties, by means of a threat to inflict any injury upon any person or property, is guilty of a public offense.
17. Every parent, guardian or other person who assaults or abuses any instructor employed by the District in the presence or hearing of a community college student or in the presence of other community college personnel or students and at a place which is on District premises or public sidewalks, streets, or other public ways adjacent to school premises, or at some other place where the instructor is required to be in connection with assigned college activities, is guilty of a misdemeanor.

STUDENT DISCIPLINARY ACTION

Violation of Board Rules shall result in student discipline, imposed in accordance with the Student Discipline Procedures as stated in Board Rule 91101. Discipline includes warning, reprimand, disciplinary probation, suspension or termination of financial aid, suspension from school, withdrawal of consent to remain on campus, expulsion subject to reconsideration and permanent expulsion. Furthermore, institutional policies and practices may impose disciplinary sanctions on students and employees consistent with local, state, and federal law.

STUDENT DISCIPLINE PROCEDURES

Community college districts are required by law to adopt standards of student conduct along with applicable penalties for violation (Education Code Section 66300). The Los Angeles Community College District has complied with this requirement by adopting Board Rule 9603, Standards of Student Conduct.

Pursuant to Education Code Section 76030, the District has adopted Board Rule 91101, Student Discipline Procedures, to ensure uniform procedures of due process when a student is charged with a violation of the Standards of Student Conduct. All proceedings held in accordance with these procedures shall relate specifically to an alleged violation of the established standards of student conduct.

The provisions do NOT apply to grievance procedures, student organization councils and courts, the suspension, for good cause, of any student from a class by an instructor for the day of suspension, and residence determination or other academic and legal requirements for admission and retention.

Disciplinary measures may be taken by the College independently of any charges filed through civil or criminal authorities, or both.

Copies of the Student Discipline Procedures are available in the Office of the Vice-President of Student Services.

STUDENT GRIEVANCE PROCEDURES

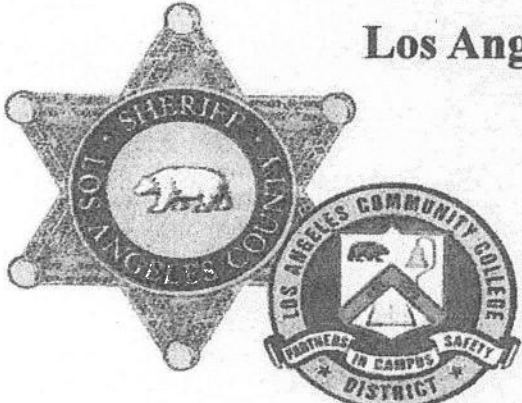
The purpose of the Student Grievance Procedure is to provide a prompt and equitable means for resolving student(s) grievances. In the pursuit of academic goals, the student should be free of unfair or improper action by any member of the academic community. The grievance procedure may be initiated by one or more students who reasonably believe he/she/they have been subject to unjust action or denied rights involving their status or privileges as students. It is the responsibility of the student(s) to submit proof of alleged unfair or improper action. Grievances pertaining to grades are subject to the California Education Code Section 78224(a) which states:

When grades are given for any course of instruction taught in a community college district, the grade given to each student shall be the grade determined by the instructor of the course and the determination of the student's grade by the instructor, in the absence of mistake, fraud, bad faith, or incompetence, shall be final.

A complaint regarding a grade is handled through the grade petition process in Admissions and Records. See www.wlac.edu/admissions/forms/GradeReview.doc. To submit a complaint against an instructor, visit the Office of Academic Affairs. If there is an issue of unlawful discrimination or any other type of grievance, please visit the Office of the President for direction. If you believe the matter was not handled appropriately after using the campus process, you may contact the California Chancellor's Office. Find a link at www.WLAC.edu/Financial/Gainful_Employment.html

CLASSES OPEN TO THE PUBLIC

It is a policy of this District that, unless specifically exempt by statute, every course, course section or class (the average daily attendance of which is to be reported for state aid, wherever offered and maintained by the District) shall be fully open to enrollment and participation by any person who has been admitted to the college(s) and who meets such prerequisites as may be established pursuant to Title 5 of the California Code of Regulations.



Los Angeles County Sheriff's Department Community College Bureau

**Located in Building C3
at the Lot 5 Entrance
(off Freshman Drive)**

To reach the main Sheriff's Office on campus
dial (310) 287-4314

During an emergency, Dial "911" from any phone on campus.
During Non-Emergencies, dial *30 or *80 from any campus pay phone. There is no charge.