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| **MRKT 122**  **Professional Selling**  **CRN: 30307 Section 001**  **MW 11:00 – 12:10 pm**  **Cloud 103**  **mgoodman@ccsf.edu - email CCSFmarketing.com - website** | | |
| **Week Ending:** | **Chapter** | **Assignment** |
| January 13, 15 | Class Introduction  Chapter 1: Overview of Personal Selling | Syllabus Review:  ccsfmarketing.com |
| January **20**, 22 | **HOLIDAY**  Chapter 1: Overview of Personal Selling |  |
| January 27, 29 | Chapter 2: Building Trust & Sales Ethics |  |
| February 3, 5 | Chapter 3: Understanding Buyers | **Chapter 1 – 3** *(2/3 – correct 2/5)* |
| February 10, 12 | Assignment 1: Elevator Pitch | **Assignment 1: Elevator Pitch** |
| February **17**, 19 | **HOLIDAY**  Assignment 1: Elevator Pitch | **Assignment 1: Elevator Pitch** |
| February 24, 26 | Chapter 4: Communication Skills |  |
| March 2, 4 | Chapter 5: Strategic Prospecting & Preparing for Sales Dialogue |  |
| March 9, 11 | Chapter 5: Strategic Prospecting & Preparing for Sales Dialogue | **Assignment 2: Interview with a Sales Person** *(3/9 – correct 3/11)* |
| March 16, 18 | Chapter 6: Planning Sales Dialogues & Presentations |  |
| March 23, 25 | Chapter 6: Planning Sales Dialogues & Presentations |  |
| **March 30, April 1** | **SPRING BREAK** |  |
| April 6, 8 | Chapter 7: Sales Dialogue | **Chapter 4 – 6**  *(4/6 – correct 4/8)* |
| April 13, 15 | Chapter 7: Sales Dialogue |  |
| April 20, 22 | Chapter 8: Addressing Concerns & Earning Commitment | **Assignment 3: Preparing a Sale Dialogue** *(4/22)* |
| April 27, 29 | Chapter 9: Expanding Consumer Relationships  Chapter 10: Adding Value |  |
| May 4, 6 | Assignment 4: The Sales Pitch | **Exam #3: Chapter 7, 8, 9, 10** *(5/4 – correct 5/6)* |
| May 11 | Assignment 4: The Sales Pitch | **In-class exam corrections** *(5/11)* |