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| **MRKT 122**  **Professional Selling**  **CRN: 76503 Section 001**  **MW 11:00 – 12:10 pm**  **BATL 349**  **mgoodman@ccsf.edu - email CCSFmarketing.com - website** | | |
| **Week Ending:** | **Chapter** | **Assignment** |
| January 14, 16 | Class Introduction  Chapter 1: Overview of Personal Selling | Syllabus Review:  ccsfmarketing.com |
| January **21**, 23 | **HOLIDAY**  Chapter 1: Overview of Personal Selling |  |
| January 28, 30 | Chapter 2: Building Trust & Sales Ethics |  |
| February 4, 6 | Chapter 3: Understanding Buyers | **Take home exam**  **Chapter 1 – 3** *(2/6)* |
| February 11, 13 | **Assignment 1: Elevator Pitch** | **In-class exam corrections** *(2/13)* |
| February 18, 20 | **HOLIDAY**  Chapter 4: Communication Skills |  |
| February 25, 27 | Chapter 4: Communication Skills |  |
| March 4, 6 | Chapter 5: Strategic Prospecting & Preparing for Sales Dialogue |  |
| March 11, 13 | Chapter 5: Strategic Prospecting & Preparing for Sales Dialogue | **Assignment 2: Interview with a Sales Person** *(3/13)* |
| March 18, 20 | Chapter 6: Planning Sales Dialogues & Presentations |  |
| **March 25, 27** | **SPRING BREAK** |  |
| April 1, 3 | Chapter 6: Planning Sales Dialogues & Presentations |  |
| April 8, 10 | Chapter 7: Sales Dialogue | **Take home exam**  **Chapter 4 – 6**  *(4/10)* |
| April 15, 17 | Chapter 7: Sales Dialogue | **In-class exam corrections** *(4/15)* |
| April 22, 24 | Chapter 8: Addressing Concerns & Earning Commitment |  |
| April 29, May 1 | Chapter 9: Expanding Consumer Relationships |  |
| May 6, 8 | Chapter 10: Adding Value  Assignment 4: The Sales Pitch | **Exam #3: Chapter 7, 8, 9, 10** *(5/8)* |
| May 13 | Assignment 4: The Sales Pitch | **In-class exam corrections** *(5/13)* |