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| **MRKT 122**  **Professional Selling**  **CRN: 70326 Section 581**  **Tu 6 to 9 PM**  **Downtown room 623**  **janker@ccsf.edu - email CCSFmarketing.com - website** | | |
| **Week Ending:** | **Chapter** | **Assignment** |
| August 21 | Class Introduction  Chapter 1: Overview of Personal Selling | Syllabus Review:  ccsfmarketing.com |
| August 28 | Chapter 1: Overview of Personal Selling |  |
| September 4 | Chapter 2: Building Trust & Sales Ethics | **Assignment 1: Elevator Pitch** |
| September 11 | Chapter 3: Understanding Buyers |  |
| **September 18** | **NO CLASS** |  |
| September 25 | Chapter 4: Communication Skills | **EXAM 1 – CHAPTERS 1 – 3** |
| October 2 | Chapter 4: Communication Skills |  |
| October 9 | Chapter 5: Strategic Prospecting & Preparing for Sales Dialogue | **Assignment 2: Interview with a sales person** |
| **October 16** | **FLEX DAY – NO CLASS** |  |
| October 23 | Chapter 6: Planning Sales Dialogues & Presentations |  |
| October 30 | Chapter 6: Planning Sales Dialogues & Presentations |  |
| November 6 | Chapter 7: Sales Dialogue | **EXAM # 2 – CHAPTERS 4, 5, 6** |
| November 13 | Chapter 7: Sales Dialogue | **Assignment 3: Preparing for a Sales Dialogue** |
| November 20 | Chapter 8: Addressing Concerns & Earning Commitment |  |
| November 27 | Chapter 9: Expanding Consumer Relationships | **Assignment 3: Interview with a sales person** |
| December 4 | Chapter 10: Adding Value | **Exam #3: Chapter 7, 8, 9, 10** |
| December 11 | Class Presentations | **Assignment 4: The Sales Pitch** |