

LONG BEACH CITY COLLEGE

Marketing Management Program

Name of Course:

Salesmanship
MKG T 40, 3.0 units, Monday
Section # 73836, 6:30 pm – 9:50 pm PCC EE 262

INSTRUCTOR:

Jeanie Harris-Farace, CTC
(562) 938-4325 LAC Office T2336
(562) 938-4111 LAC Switchboard
email: jharris@lbcc.edu
Office Hours: Mon: 5 pm – 6 pm LAC T2336
Wed: 12:40 pm – 1:40 pm PCC EE 262
Thurs: 5 - 6 pm PCC EE262

TEXT:

Selling Today: Creating Customer Value by Gerald Manning, 11th edition
ISBN # 978-0-13-207995-2
4 - 882 scantrons Available in the LAC or PCC Bookstore

OFFICIAL COURSE DESCRIPTION:

This course is designed for those looking at a career in professional sales or as a refresher for current sales professionals. The course objective is to develop a thorough understanding of the importance of professional selling within the entire marketing process, with an emphasis on developing strong customer relationships.

Student Learning Outcomes can be found at <http://www.lbcc.edu/oas/> under MKT 40.

COURSE CONTENT:

- Sep. 13 Introduction and Understanding Salesmanship
- Sep. 20 Chapter 1 – Personal Selling & the Marketing Concept, pages 4 - 26
Chapter 2 - Personal Selling Opportunities in the Age of Information,
pages 27 - 48
- Sep. 27 Chapter 3 – Creating Value with a Relationship Strategy, pages 52 - 71
Chapter 4 – Communication Styles, pages 73 - 94
- Oct. 4 Test # 1 Chapters 1 - 4 (40 points)
Chapter 5 – Ethics, pages 96 - 115
- Oct. 11 Chapter 6 – Creating Product Solutions, pages 118 - 137
Chapter 7 – Product – Selling Strategies, pages 138 - 157
- Oct. 18 Chapter 8 – The Buying Process, pages 160 – 179

Chapter 9 – Developing and Qualifying a Prospect Base, pages 180 – 205

- Oct. 25 Test # 2 Chapters 5 -9 (50 points)
Nov. 1 Chapter 10 – Approaching the Customer, pages 208 – 232
Chapter 11 – Creating the Consultative Sales Presentation, pages 233 – 258
Nov 8 Chapter 12 – Creating Value with the Sales Demonstration, pages 259 - 279
Chapter 13 – Negotiating Buyer Concerns, pages 280 – 301
Nov. 15 Chapter 14 – Adapting the Close, pages 302-322
Sales Interview Report due
Nov. 22 Test # 3 Chapters 10 -13 (40 points)
Nov. 29 Chapter 15 – Servicing the Sale, pages 323 – 344
Dec. 6 Chapter 16 – Opportunity Management, pages 348 - 468
Chapter 17 – Management of the Sales Force, pages 369 -389
Dec 13 Test # 4 Chapters 14 - 17 (40 points)

GRADING:

Key Term Definitions	10 points x 17 Chapters =	170 points
Chapter Review Questions	10 points x 17 Chapters =	170 points
Test # 1		40 points
Test # 2		50 points
Test # 3		40 points
Test # 4		40 points
Sales Interview Report		100 points
Selling Role Play		50 points
Attendance (2 points x 15 meetings)		30 points

	Total Possible Points:	690 points

Point Breakdown:	690 – 621 =	A
	620 – 552 =	B
	551 – 414 =	C
	413 – 276 =	D
	275 - 00 =	F

TESTS AND HOMEWORK ASSIGNMENTS:

All chapter reading assignments should be read and the discussion questions at the end of the chapter written out and answered prior to the discussion dates listed above. The Sales Interview Report and Marketing Proposal instructions will be given on a separate handout. The Sales Interview Report will be due Nov. 15. The Selling Role Play will start Oct. 18.

** If a student has a learning disability, please inform the instructor immediately at the beginning of the semester, so that proper accommodations can be made, if applicable.

** **Cell phones** must be *turned off or on silent mode* during class time. Your fellow classmates and instructor will appreciate your cooperation.

ATTENDANCE:

Students are expected to regularly attend class. Should a class be missed, it is the student's responsibility to determine what was covered. LBCC academic policy will be enforced:

"In the event of excessive absences, the instructor may drop a student from a course or lower the students' grade. Students who are absent more than twenty percent of the total class hours or for two consecutive weeks shall be automatically dropped from the class."