BC 301 – BROADCAST SALES AND ADVERTISING COM 303- SALES COMMUNCIATIONS Spring 2012

Dr. David L. Barner

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Hours by appointment- telephone or E-mail with a few suggested times.

Regular commitments:

Class at 8:10 MWF-Audit BC 111 10:30 -11:30 MWF TV taping Thursday 12:30 until 2 PM Faculty Meeting etc- Tuesday 12:30 until 2 PM

This class is a theoretical and practical study of sales techniques with a heavy emphasis on in-class laboratory experiences. This class is oriented toward selling of local radio and television advertising to local retail businesses. The sales approaches presented may be easily applied to other types of selling.

TEXT: None but there will be numerous documents on My Westminster.

GRADING:

- 25 points Phone or personal interview with a person in sale or persuasion field.
- 25 Points- Fact Benefit in class demo
- 25 Points- QVC at Westminster presentation- on camera sales presentation using facts and benefits
- 25- points- group report on retailer visits pre-search and written presentation,
- 50 points In class sample sales presentation

100 points- Mid semester exam

Total points- 250- Grading- standard scale with plus and minus.

Each student is allowed three personal days during the class. This is for athletic events, illness, etc. Missing beyond that number will require documentation to avoid penalty. There will be a letter fraction penalty for each additional absence. If you have an A grade it will be dropped to an A- etc.

Class schedule- The class schedule is fluid and subject to change-Original calendar follows and will be updated on My Westminster as needed. Broadcast Sales and Advertising or Sales Communication course objectives

At the conclusion of this course students will be able to:

- 1. Recite the qualities and functions of successful sales people.
- 2. Create a prospective client list for a sample radio or TV station.
- 3. Conduct a qualifying interview with a potential local client to determine that client's strength and weaknesses.
- 4. Demonstrate that facts about a product must be turned into client benefits by presenting a product demonstration speech.
- 5. Critique their own product demonstrations by recording them at the campus cable station and reviewing that tape.
- 6. Understand how persuasion theory can be used in professional selling.
- 7. Write and record a sample radio commercial for a local client that will be used as part of a mock sales presentation.
- 8. Create a written proposal for a local client that will be used as part of a mock sales presentation.
- 9. Understand the major components of sales proposal by presenting an advertising proposal to a mock client. (qualifying, presenting, closing, objection handling, and service)

Broadcast Sales/ Sales Communication tentative calendar

Subject	Start Date
Course Overview	1/18/2012
Attitude, Skills, Knowledge in sales	1/20/2012
Door to Door movie Pt 1	1/23/2012
Door to Door movie Pt 2	1/25/2012
Personalities in Sales/ABC Video on Bill Porter	1/27/2012
Prospecting- Finding clients	1/30/2012
Consumer Behavior- Marketing Basics	2/1/2012
How broadcast advertising fits in the marketing process	2/3/2012
Creating an effective radio commercial	2/6/2012
Fact Benefit Selling/QVC interview and video	2/8/2012
QVC samples/choose product to sell	2/10/2012
Consultant Sell Pam Lontos audio tape	2/13/2012
Class interviews for your sales pitch	2/15/2012
Sales presentations (Fact-Benefit)	2/17/2012
Sales presentations (Fact-Benefit)	2/20/2012
TV studio intro (1/2 class)	2/22/2012
TV studio intro (1/2 class)	2/24/2012
TV tapings Fact Benefit (1/3 class)	2/27/2012
TV tapings Fact Benefit (1/3 class)	2/29/2012
TV tapings Fact Benefit (1/3 class)	3/2/2012
Spring Break (no class)	3/5/2012
Spring Break (no class)	3/7/2012
Spring Break (no class)	3/9/2012
Persuasive therories and sales	3/12/2012
Sales Interview reports	3/14/2012
Sales Interview reports	3/16/2012
Handling Objections	3/19/2012
Service and Time Management	3/21/2012
Mark Meighen-guest	3/23/2012
Review for sample sales presentation	3/26/2012
Samples sales presentations	3/28/2012
Samples sales presentations	3/30/2012
Samples sales presentations-exam review	4/2/2012
Exam –Selling basics	4/4/2012
Easter Break (No Class)	4/6/2012
Easter Break (No Class)	4/9/2012
This is a Monday class schedule day- Class Meets REVIEW EXAM	4/10/2012
Assign groups and review client interview	4/11/2012
Report of group schedule-finding business information	4/13/2012
Dr. B at NAB (no class)	4/16/2012
Dr. B at NAB (no class)	4/18/2012
Dr. B at NAB (no class)	4/20/2012
Jill Carle-guest	4/23/2012
NO class today-URAC	4/25/2012
Group reports- client interview	4/27/2012
Group reports- client interview	4/30/2012
Group reports- client interview	5/2/2012
RUBRIC REVIEW FOR FINAL PRESENTATION	5/4/2012
Scheduled class finalNo formal exam- Individual presentations	5/11/2012