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**BC 301 – BROADCAST SALES AND ADVERTISING  
COM 303- SALES COMMUNICATIONS  
Spring 2010**

Dr. David L. Barner

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Hours by appointment- telephone with a few suggested times.

Regular commitments :

Class at 8:10- and 9:20 MWF-

TV taping Thursday 12:30 until 2 PM until end of February

Faculty Meeting etc- Tuesday 12:30 until 2 PM

Committee work- 2:30 PM on Tuesdays

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

**GRADING:**

25 points - Phone or personal interview with a person in sale or persuasion field..

25 Points- Fact Benefit Speech

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- Exam

Total points- 250- Grading- standard scale

Class schedule- The class schedule is fluid and subject to change- see the R drive Prof notes folder

Original calendar is attached

# January

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
					<b>1</b>	<b>2</b>
<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>
<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b> Class Intro	<b>21</b>	<b>22</b> Lecture Basics of Selling	<b>23</b>
<b>24</b>	<b>25</b> Door to Door – Movie Collect 3 by 5 cards	<b>26</b>	<b>27</b> Door to Door- conclusion/discus interviews	<b>28</b>	<b>29</b> No class Basketball travel	<b>30</b>
<b>31</b>						

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# February

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	<b>1</b> What attitude skills and knowledge do you need succeed in sales	<b>2</b>	<b>3</b> Out ill –no class	<b>4</b>	<b>5</b> Sales Interview reports	<b>6</b>
<b>7</b>	<b>8</b> Sales Interview reports	<b>9</b>	<b>10</b> Review traits vs training ABC video	<b>11</b>	<b>12</b> Consumer Behavior Video-Marketing. Basics	<b>13</b>
<b>14</b>	<b>15</b> Prospecting exercise	<b>16</b>	<b>17</b> Consultant sell Pam Lontos tape Telco techniques	<b>18</b>	<b>19</b> Consultant sell Broadcast Advertising basics Establish groups	<b>20</b>
<b>21</b>	<b>22</b> QVC Interviews and demo	<b>23</b>	<b>24</b> FACT BENEFIT SELLING-local QVC samples Making radio work	<b>25</b>	<b>26</b> Ms. Bolger Library resources	<b>27</b>
<b>28</b>						

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# March

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	<b>1</b> Sell Product Speech BC class	<b>2</b>	<b>3</b> Sell Product speech COM class	<b>4</b>	<b>5</b> Personalities in selling- Good first impression- Dr. Deisler	<b>6</b>
<b>7</b>	<b>8</b> Spring Break	<b>9</b>	<b>10</b> Spring Break	<b>11</b>	<b>12</b> Spring Break	<b>13</b>
<b>14</b>	<b>15</b> Spring Break	<b>16</b>	<b>17</b> TV studio visit Assign clients	<b>18</b>	<b>19</b> Working with the production department -Michelle	<b>20</b>
<b>21</b>	<b>22</b> Director meetings Sales interviews	<b>23</b>	<b>24</b> TV tapings Sales interviews	<b>25</b>	<b>26</b> TV tapings Sales interviews	<b>27</b>
<b>28</b>	<b>29</b> Client reports	<b>30</b>	<b>31</b> Client reports			

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# April

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
				<b>1</b>	<b>2</b> Easter Break	<b>3</b>
<b>4</b>	<b>5</b> Easter break	<b>6</b>	<b>7</b> Meet with Production class	<b>8</b>	<b>9</b> Written proposals Jill Carle	<b>10</b>
<b>11</b>	<b>12</b> Closing and objection handling	<b>13</b>	<b>14</b> Present spec tapes	<b>15</b>	<b>16</b> Sample presentation	<b>17</b>
<b>18</b>	<b>19</b> Presentation trial runs	<b>20</b>	<b>21</b> Presentation trial runs	<b>22</b>	<b>23</b> Presentation trial runs	<b>24</b>
<b>25</b>	<b>26</b> Review trail runs Suggestions for improvements	<b>27</b>	<b>28</b> Persuasion and Sales Mindless techniques	<b>29</b>	<b>30</b> Service after sales Time management .	

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# May

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
						<b>1</b>
<b>2</b>	<b>3</b> NO class Dr. .B at PAB	<b>4</b>	<b>5</b> Final Presentations	<b>6</b>	<b>7</b> Final Presentations	<b>8</b>
<b>9</b>	<b>10</b> Final Presentations	<b>11</b> Reading Day	<b>12</b>	<b>13</b> Final 9 AM	<b>14</b>	<b>15</b>
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>
<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>
<b>30</b>	<b>31</b>					

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