

Semester Start <i>7-Sep</i>	BUA 131.01 <i>Due Date</i>	Read & Study <i>Selling Today: Partnering to Create Value (14th ed.)</i>	Assignments <i>Located in JetNet</i> <i>50% Penalty for late work</i> <i>7th day 11:59 PM submission time stamp</i>
Week 1	13-Sep	Ch1: Relationship Selling Opportunities	Assignment #1 (Application exercise 1-10, page 26) Forum
Week 2	20-Sep	Ch2: Evolution of Selling Models	Assignment #2 (Application exercise 2-11, page 45) Forum
Week 3	27-Sep	Ch3: Developing a Relationship Strategy	Assignment #3 (Mattress Firm case study, p. 70) Forum
Week 4	4-Oct	Ch4: Creating Value	Test #1 (Chapters 1 - 4) Forum
Week 5	11-Oct	Ch5: Communication Styles	Assignment #4 (Application exercise 5-10, page 111) Forum
Week 6	18-Oct	Ch6: Developing a Product Strategy	Assignment #5 (Application exercise 6-10, page 131) Forum
Week 7	25-Oct	Ch7: Product-Selling Strategies	Test #2 (Chapters 5 - 7) Forum
Week 8	1-Nov	Ch8: The Buying Process	Assignment #6 (Ashley Pineda/PulteGroup case study, p. 172) Forum
Week 9	8-Nov	Ch9: Developing and Qualifying Prospects / Accounts	Test #3 (Chapters 8 - 9) Forum
Week 10	15-Nov	Ch10: Approaching the Customer	Assignment #7 (Hirani/Hilti Corporation case study, p. 220) Forum
Week 11	22-Nov	Thanksgiving Break: No class	
Week 12	29-Nov	Ch11: Determining Customer Needs Ch12: Creating Value	Forum
Week 13	6-Dec	Ch13: Negotiating Buyer Concerns Ch14: Adapting the Close	Assignment #8 (Application exercise 14-11, page 308)
Week 14	13-Dec	Ch15: Servicing the Sale	Assignment #9 (Application exercise 15-11, page 327)
Week 15	20-Dec	Final exam prep	Final exam Course wrap up Going forward...