上海建桥学院课程教学进度计划表

**一、基本信息**

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| 课程代码 | 2060682 | 课程名称 | Selling luxury |
| 课程学分 | 2 | 总学时 | 32 |
| 授课教师 | JIANGTAO | 教师邮箱 | 21809@gench.edu.cn |
| 上课班级 | 工商管理B19-12（专升本）（珠宝） 工商管理B19-4 工商管理B19-13（专升本）（珠... | 上课教室 | Online |
| 答疑时间 | 13:00-16:00 Monday | | |
| 主要教材 | Robin, L. and Genevieve, T Selling Luxury, John Wiley& Sons, Inc., Hoboken, New Jersey. | | |
| 参考资料 | Original title: Il racconto della moda Dalla Preistoria ai nostril giorni  Translation title: Fashion: The Ultimate History of Costume From Prehistory to the Present  Translation: Kevin Krell  【奢侈品销售的艺术，罗宾·伦特（Robin Lent）, 热纳维耶芙·图尔著，机械工业出版社2016年5月1日】 | | |

**二、课程教学进度**

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| 周次 | 教学内容 | 教学方式 | 作业 |
| 3 | Introduction: Module overview  Part one: Initial Thoughts  Part two: The Frame of Mind of the Sales Ambassador  Part Three: The Savoir-Faire of the Sales Ambassador | Online Teaching  Group Discussion  Team Practice |  |
| 4 | Part Four: Preparing to Sell  Part Five: Welcoming and Discovering the Customer  Part Six Proposing, Romancing, and Handling objections | Online Teaching  Group Discussion  Team Practice | X3 |
| 5 | Part Seven: Concluding and Making Additional Sales  Part Eight: Building Customer Loyalty  Past Nine: Career Development Path in Luxury Field | Online Teaching  Group Discussion  Team Practice | X2 |
| 6 | Part Ten: Have Professional Qualities  Presentation | Online Teaching  Group Discussion  Presentation | X1 |

**三、评价方式以及在总评成绩中的比例**

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| 总评构成（1+X） | 评价方式 | 占比 |
| X3 | Presentation | 40% |
| X1 | Case Analysis | 30% |
| X2 | Class Test | 30% |

任课教师： 姜涛 系主任审核：吴璠 日期：2022/02/16