

Modesto Junior College Interior Design Department
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Introduction to Sales and Marketing for Design INTDS 210
West Campus, Muir Hall, Rm 159
Fall 2009 Course Syllabus

Loretta Shaver, Instructor

Voicemail: 575-6000 ext.8217

E-Mail: shaverl@mjc.edu

Office hours: 1/2hour after class and by appointment

Course Description:

Introduction to sales psychology and the principles of marketing and business development for design. Increasing success in the workplace by building client relationships, understanding client needs and wants, finding a niche. Focus on marketing methods, branding, ethics, selling design services, communication and presentation techniques, and effective use of technology.

Learning Outcomes: Upon satisfactory completion of this course, the student will be able to:

- Compare and contrast the selling of professional services vs. products
- Identify career options and the importance of developing a niche; the purpose of focused marketing
- Analyze and propose an ethical alternative given a situation involving professional ethics,
- Prepare a personalized marketing plan
- Explain how to improve effectiveness through efficient time management
- Explain the importance of making appropriate financial arrangements to maximize success.
- Discuss the rationale for developing marketing relationships*
- Practice and participate in a networking activity and discuss reflection of experience with peers
- Analyze and evaluate a designer's efforts to build a reputation through visibility and credibility
- Define terms related to demographic influences and other forces that affect buying patterns*
- Compare and contrast internal and external motivation
- Prepare a presentation that demonstrates the steps in a professional sale process including how to handle objections

Assesment: Interview a potential client and create a client profile that outlines a design solution responsive to the needs and wants of the consumer.

- Identify examples of quality customer/client service*
- Describe the importance of referrals
- To enjoy the world of design!

Required Text: Marketing Basics for Designers, Jane D. Martin & Nancy Knoohuizen
The text and your notebook with handouts must be brought to each class meeting.
Recommended, Professional Practice for Interior Designers. Christine M. Piotrowski

Resources:

Lectures

Field Assignments

Handouts

Case Studies

Grading:

Grades will be based upon 500 total points possible, from a combination of quizzes, tests, in-class projects and activities.

90-100% = A

80-89% = B

70-79% = C

60-69% = D

-59% = F

1. All tests are announced and class time is utilized to review the material.
2. Class Projects: Class projects will include case study analysis, article review, self-evaluations, and sales presentations.

Required Technology:

Computer with printer and Internet access is required.

Student Responsibilities/Class Policies:

- Timely and regular attendance is expected and is critical to success. All assignments are explained verbally and/or in writing (overhead or data projector). Because of the diversity of the college community & the skills required for achievement in the profession, applied academics are included and technology is imbedded into the curriculum. Many assignments are open-ended to allow for individual expression and development of creativity. Attendance is necessary for comprehension and time is allowed for questioning and in-class assistance. Models are often presented.
- Cheating and plagiarism is not tolerated
- The text and course binder must be brought to each class meeting.
- Students are responsible for obtaining class notes and handouts from file or other students
- All material must be completed in a neat and professional manner, typed and submitted on a timely basis. All work should be proofread. All work is to be original. Primary sources must be cited whenever applicable.
- Assignments must be turned in at the beginning of class on the due date, unless otherwise specified. Work may be turned in early. **Late work will not be accepted.**
- Students are responsible for complying with enrollment deadlines and procedures.
- Students are responsible for the professional use and care of the class materials.
- Water only is allowed in the classroom. Food may not be eaten in the classroom. Food wrappers should be disposed of in the outside trash bins.
- Cell phone use, including text messaging, is not allowed.