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 | 奢侈品销售（英） |
| 课程学分 | 2 | 总学时 | 32 |
| 授课教师 | 吴璠 | 教师邮箱 | 19004@gench.edu.cn |
| 上课班级 | 工商管理B20-3、4、5 | 上课教室 | 周一9-12节 一教103 |
| 答疑时间 |  13:00-16:00 周三 |
| 主要教材 | Robin, L. and Genevieve, T. Selling Luxury, John Wiley& Sons, Inc., Hoboken, New Jersey.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 |
| 参考资料 | 奢侈品应该这样卖，[日]岩仓正枝著，田龙姬译，中华工商联合出版社2008年 |

**二、课程教学进度**

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| 周次 | 教学内容 | 教学方式 | 作业 |
| 1 | Introduction: Module overviewPart one: Initial Thoughts | LectureGroup DiscussionTeam Practice |  |
| 2 | Part two: The Frame of Mind of the Sales Ambassador | LectureGroup DiscussionTeam Practice | 课后练习 |
| 3 | Part Three: The Savoir-Faire of the Sales Ambassador | LectureGroup DiscussionTeam Practice | 课堂练习题 |
| 4 | Part Four: Preparing to Sell | LectureGroup DiscussionTeam Practice |  |
| 5 | Part Five: Welcoming and Discovering the Customer | LectureGroup DiscussionTeam Practice |  |
| 6 | Part Six Proposing, Romancing, and Handling objections | LectureGroup DiscussionTeam Practice |  |
| 7 | Part Seven: Concluding and Making Additional SalesPart Eight: Building Customer LoyaltyPast Nine: Career Development Path in Luxury Field | LectureGroup DiscussionTeam Practice |  |
| 8 | Part Ten: Have Professional QualitiesPresentation | LectureGroup DiscussionPresentation | 课堂报告 |

**三、评价方式以及在总评成绩中的比例**

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| 总评构成（X） | 评价方式 | 占比 |
| X1 | 神秘访客调研报告 | 30% |
| X2 | 案例分析 | 30% |
| X3 | 课堂报告PPT | 40% |

任课教师： 吴璠 系主任审核：吴璠 日期：2023/02/20