课程教学进度计划表

一、基本信息

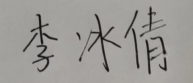
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| --- | --- | --- | --- | --- | --- |
| 课程名称 | 奢侈品销售 | | | | |
| 课程代码 | 2120121 | 课程序号 | 1132 | 课程学分/学时 | 2/32 |
| 授课教师 | 李冰倩 | 教师工号 | 23400 | 专/兼职 | 专职 |
| 上课班级 | 工商管理B23-2（珠宝）  工商管理B23-1&23-2（珠宝）（专升本） | 班级人数 | 18 | 上课教室 | 临港校区一教304 |
| 答疑安排 | 时间 :周四上午10:00-11:00 地点:珠宝学院242 电话：18801903172 | | | | |
| 课程号/课程网站 | <https://mooc1.chaoxing.com/course/228430756.html> | | | | |
| 选用教材 | 【《Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale》 Robin Lent, Genevieve Tour, John Wiley& Sons, Inc., Hoboken, New Jersey.】 | | | | |
| 参考教材与资料 | 【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 】  【The trainee text material from Louis Vuitton Moët Hennessy Corp.】  【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、课程教学进度安排

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| --- | --- | --- | --- | --- |
| 课次 | 课时 | 教学内容 | 教学方式 | 作业 |
| 1 | 2 | Unit 1:INTRODUCTION: MODULE OVERVIEW&Unit 2:INITIAL THOUGHTS | Case studies，  Group discussions | Presentations |
| 2 | 2 |
| 3 | 2 | Unit 3: THE FRAME OF MIND OF THE SALES AMBASSADOR | Interactive discussions，Role-playing | Class quizzes |
| 4 | 2 |
| 5 | 2 | Unit 4: THE SAVOIR-FAIRE OF THE SALES AMBASSADOR | Hands-on practice  Video demonstrations | Project reports |
| 6 | 2 |
| 7 | 2 | Unit 5 : PREPARING TO SELL | Task-based learning  Case studies | Project reports |
| 8 | 2 |
| 9 | 2 | Unit 6 : WELCOMING AND DISCOVERING THE CUSTOMER | Group discussion, role-playing | Presentation |
| 10 | 2 |
| 11 | 2 | Unit 7: PROPOSING, ROMANCING,AND HANDLING OBJECTIONS | Case studies， group discussion | Project reports |
| 12 | 2 |
| 13 | 2 | Unit 8 : CONCLUDING AND MAKING ADDITIONAL SALES | Practical exercise, role-playing | Presentation |
| 14 | 2 |
| 15 | 2 | Unit 9: BUILDING CUSTOMER LOYALTY | Case studies, group discussion | Project reports |
| 16 | 2 |

三、考核方式

|  |  |  |
| --- | --- | --- |
| 总评构成 | 占比 | 考核方式 |
| X1 | 20% | Classroom exercises |
| X2 | 20% | Presentation |
| X3 | 60% | Case analysis report |

任课教师： 系主任审核：  日期： 2025-09-09