《 奢侈品销售 》本科课程教学大纲

一、课程基本信息

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| 课程名称 | （中文）奢侈品销售（双语） |
| （英文）Selling Luxury(Bilingual) |
| 课程代码 | 2120121 | 课程学分 | 2 |
| 课程学时  | 32 | 理论学时 | 32 | 实践学时 | 0 |
| 开课学院 | 珠宝学院 | 适用专业与年级 | 工商管理（奢侈品管理）本科三年级 |
| 课程类别与性质 | 专业基础选修课 | 考核方式 | 考查课 |
| 选用教材 | 奢侈品销售的艺术，罗宾·伦特（Robin Lent）, 热纳维耶芙·图尔著，ISBN 9787111537090,机械工业出版社，2016年第1版 | 是否为马工程教材 | 否 |
| 先修课程 | PRINCIPLES OF MICROECONOMICS 2120102（3） |
| 课程简介 | The aim of this module is to provide a rigorous grounding in the theory of luxury selling and equip student with knowledge/sell skills, which can be use in luxury selling filed or other relevant career.This module introduces how to make the merchandise unique in the luxury environment? how to connect trusty relationship with customer? How to build customer loyalty that can be last for decades or even a lifetime? How to improve the brand value use your sells skill or communicate with customers. What is the most important method to face to different customers? How to cross-sell in the luxury environment? How to analyze customer psychology and use sell skilling make purchase decision? How to know your customers form different point of view. |
| 选课建议与学习要求 | Selling luxury is a basic professional course, suitable for students majoring in business administration and luxury management whose are ready to work. |
| 大纲编写人 | （签名） | 制/修订时间 | 2024.9 |
| 专业负责人 | （签名） | 审定时间 | 2024.9 |
| 学院负责人 | a0e6149d95f587e4576ab22bc7750ec（签名） | 批准时间 | 2024.9 |

二、课程目标与毕业要求

（一）课程目标

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| --- | --- | --- |
| 类型 | 序号 | 内容 |
| 知识目标 | 1 | Listen to others' opinions, respect their views, and analyze their needs |
| 技能目标 | 2 | Familiar with consumer behavior analysis and market analysis methods, master sales skills, be able to communicate well with customers and achieve sales |
| 素养目标(含课程思政目标) | 3 | Helping others: caring, grateful, with the quality of helping others. |
| 4 | Honesty and trustworthiness: be honest, keep your promises, and do your study |

（二）课程支撑的毕业要求

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| --- |
| LO1品德修养：拥护中国共产党的领导，坚定理想信念，自觉涵养和积极弘扬社会主义核心价值观，增强政治认同、厚植家国情怀、遵守法律法规、传承雷锋精神，践行“感恩、回报、爱心、责任”八字校训，积极服务他人、服务社会、诚信尽责、爱岗敬业。②遵纪守法，增强法律意识，培养法律思维，自觉遵守法律法规、校纪校规。 |
| LO2专业能力：具有人文科学素养，具备从事奢侈品管理工作或专业的理论知识、实践能力。③奢侈品销售管理能力。熟悉奢侈品、珠宝和时尚行业市场分析和品牌定位的方法，能制定品牌营销的战略和策略。掌握销售的技能，能够与顾客良好的沟通，达成销售。能基于市场竞争环境进行市场拓展。 |
| LO3表达沟通：理解他人的观点，尊重他人的价值观，能在不同场合用书面或口头形式进行有效沟通。1. 倾听他人意见、尊重他人观点、分析他人需求。
 |
| LO8国际视野：具有基本的外语表达沟通能力与跨文化理解能力，有国际竞争与合作的意识。②理解其他国家历史文化，有跨文化交流能力。 |

（三）毕业要求与课程目标的关系

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| --- | --- | --- | --- | --- |
| 毕业要求 | 指标点 | 支撑度 | 课程目标 | 对指标点的贡献度 |
| L01 | ② | L | Listen to others' opinions, respect their views, and analyze their needs | 100% |
| L02 | ③ | M | Familiar with consumer behavior analysis and market analysis methods, master sales skills, be able to communicate well with customers and achieve sales | 100% |
| L03 | ① | H | Honesty and trustworthiness: Be honest, keep your promises, and do your study | 100% |
| L08 | ② | L | Helping others: caring, grateful, with the quality of helping others. | 100% |

三、课程内容与教学设计

（一）各教学单元预期学习成果与教学内容

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| --- |
| Unit 1:INTRODUCTION: MODULE OVERVIEW Teaching content:1. Define luxury
2. The history of luxury
3. The current situation of China’s luxury market
4. The creation of a unique customer journey
5. The logic behind this creation

COMPETENCY REQUIREMENTS:1. Understand the current situation of China’s luxury market
2. Understand the creation of a unique customer journey

Teaching Emphasis: The history of luxury, The creation of a unique customer journey  Unit 2: INITIAL THOUGHTS Teaching content:1. The vital Role of sales Ambassador
2. In the eyes of the customer, the Sales Ambassador is the brand
3. Loyalty begins with the first contact
4. Keep in mind how to like to be treated
5. There are customers behind customers
6. The incredible loss from one lost customer
7. The emotional side of the purchase
8. The island vacation or the earrings?
9. The price is only one of the factors
10. The “Wow” comes when you go beyond expectations
11. Discretion and confidentiality

COMPETENCY REQUIREMENTS:1. Understand the vital Role of sales Ambassador
2. Understand the customers

Teaching Emphasis: loyalty of customers, the role of sales ambassador Unit 3: THE FRAME OF MIND OF THE SALES AMBASSADOR Teaching content:1. Be a person before being a sales Ambassador
2. Turn every contact into an experience
3. Get inside the customer’s story
4. Congratulate customer
5. Compliment your customer
6. Every complaint is an opportunity
7. The other competitor
8. Service costs nothing
9. The great danger of prejudices and preconceived ideas
10. Work as a team player
11. Relationships and mistakes

COMPETENCY REQUIREMENTS:1. Understand the requirement of being a sales ambassador
2. Understand the details of creating customer experience

Teaching Emphasis: Sales Ambassador requirement and daily work Unit 4: THE SAVOIR-FAIRE OF THE SALES AMBASSADORTeaching content:1. The successful selling style
2. Life is a celebration
3. Use each contact to inform and educate
4. The power of timing
5. Time is a precious sales tool
6. The art of using silence
7. Music as a metaphor for selling
8. Select the words you use carefully
9. Tones, rhythms, and volumes
10. The competition, your customers, and your advantages
11. Personalize your service
12. Pleasure comes from consistency
13. Maintain your energy
14. Make someone’s day
15. Each telephone contact is anther opportunity
16. Analyze the sales you made
17. Analyze the situation when the customer did not buy

COMPETENCY REQUIREMENTS:1. Understand the art of service
2. Analyze the sales and the situation when the customer did not buy

Teaching Emphasis: the art of service Unit 5 : PREPARING TO SELLTeaching content:1. The impact of the right atmosphere on customers
2. Luxury is in the details
3. Keep the service level up even when things are busy
4. Prepare your selling tools
5. Know what you have in stock
6. Learn how each creation was crafted
7. Know what is happening in your city

COMPETENCY REQUIREMENTS:understand The impact of the right atmosphere on customersTeaching Emphasis: luxury selling Unit 6 : WELCOMING AND DISCOVERING THE CUSTOMERTeaching content:1. A greeting needs a smile
2. Your body language speaks louder than words
3. Listening with your eyes
4. The importance of discovery
5. The gift purchase
6. The power of questions
7. Be a careful listener
8. Find out how your customer feels about your brand
9. Make statements to obtain information
10. Introduce yourself
11. Just looking
12. The art and importance of reformulation

COMPETENCY REQUIREMENTS:1. Body language of welcoming
2. understand the importance of listening to customers

Teaching Emphasis: Greeting  Unit 7: PROPOSING, ROMANCING, AND HANDLING OBJECTIONS Teaching content:1. Keep your proposals simple
2. Create curiosity
3. Handle everything you sell as a precious object
4. Position the offer
5. Make clever use of the light
6. Romance your creations to enhance the emotions
7. Storytelling
8. Invite the customer to try to on the model
9. “Wrap” the price as if it were a gift
10. The art of exploring “let me thing about it”
11. Prepare for dealing with objections

COMPETENCY REQUIREMENTS:1. Understand the importance of Handle everything you sell as a precious object
2. Learn and practice Storytelling

Teaching Emphasis: Storytelling Unit 8 : CONCLUDING AND MAKING ADDITIONAL SALES Teaching content:1. Be aware of buying signals
2. Tips to conclude
3. Suggest the best solution
4. The importance of reassuring when concluding
5. “Picture” the purchase
6. Advise customers about maintaining their purchase
7. Suggest ways of offering a gift
8. The additional sale

COMPETENCY REQUIREMENTS:1. Understand the buying signals
2. Understand the way of suggestion

Teaching Emphasis: buying signals and advisement Unit 9: BUILDING CUSTOMER LOYALTY Teaching content:1. Loyalty comes from offering gifts linked to the purchase
2. Offer two business cards
3. Make a good last impression
4. Every departure is a preparation for another visit
5. Loyalty comes from remembering your customers
6. The database is an essential tool
7. Celebrate the newborn
8. Build loyalty by staying in touch
9. Ask for a referral
10. Customer after-sales service and the broken dream
11. The ideal after-sales service scenario

COMPETENCY REQUIREMENTS:understand how to build customer loyaltyTeaching Emphasis: customer loyalty Unit 10: CAREER DEVELOPMENT PATH IN LUXURY FIELD Teaching content:1. How to choose your career?
2. How to plan your career path in different step?
3. Constantly Changing luxury environment how to impact your career
4. How to developing your sales ability in the China luxury market?

COMPETENCY REQUIREMENTSUnderstand how to make career developmentTeaching Emphasis: career development Unit 11: HAVE PROFESSIONAL QUALITIES Teaching content:1. How to build your professional ability?
2. Improve your professional qualities
3. Patriotism, dedication, integrity, and friendship

COMPETENCY REQUIREMENTS:Understand how to build professional abilityTeaching Emphasis: professional ability building |

（二）教学单元对课程目标的支撑关系

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| --- | --- | --- | --- | --- |
| 课程目标教学单元 | 1 | 2 | 3 | 4 |
| Unit 1:INTRODUCTION: MODULE OVERVIEW | √ | √ | √ | √ |
| Unit 2: INITIAL THOUGHTS | √ | √ |  |  |
| Unit 3: THE FRAME OF MIND OF THE SALES AMBASSADOR | √ | √ |  |  |
| Unit 4: THE SAVOIR-FAIRE OF THE SALES AMBASSADOR | √ | √ |  |  |
| Unit 5 : PREPARING TO SELL | √ | √ | √ |  |
| Unit 6 : WELCOMING AND DISCOVERING THE CUSTOMER |  |  | √ | √ |
| Unit 7: PROPOSING, ROMANCING, AND HANDLING OBJECTIONS |  |  | √ | √ |
| Unit 8 : CONCLUDING AND MAKING ADDITIONAL SALES | √ | √ | √ | √ |
| Unit 9: BUILDING CUSTOMER LOYALTY |  | √ | √ | √ |
| Unit 10: CAREER DEVELOPMENT PATH IN LUXURY FIELD |  | √ | √ | √ |
| Unit 11: HAVE PROFESSIONAL QUALITIES | √ | √ | √ | √ |

（三）课程教学方法与学时分配

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| --- | --- | --- | --- |
| 教学单元 | 教与学方式 | 考核方式 | 学时分配 |
| 理论 | 实践 | 小计 |
| Unit 1:INTRODUCTION: MODULE OVERVIEW | In class explanation group discussion | Class participation | 2 |  | 2 |
| Unit 2:INITIAL THOUGHTS | Case studies，Group discussions | Presentations | 4 |  | 4 |
| Unit 3: THE FRAME OF MIND OF THE SALES AMBASSADOR | Interactive discussions，Role-playing | Class quizzes | 2 |  | 2 |
| Unit 4: THE SAVOIR-FAIRE OF THE SALES AMBASSADOR | Hands-on practiceVideo demonstrations | Project reports | 4 |  | 4 |
| Unit 5 : PREPARING TO SELL | Task-based learningCase studies | Project reports | 2 |  | 2 |
| Unit 6 : WELCOMING AND DISCOVERING THE CUSTOMER | Group discussion, role-playing | Presentation | 2 |  | 2 |
| Unit 7: PROPOSING, ROMANCING,AND HANDLING OBJECTIONS | Case studies， group discussion | Project reports | 2 |  | 2 |
| Unit 8 : CONCLUDING AND MAKING ADDITIONAL SALES | Practical exercise, role-playing | Presentation | 2 |  | 2 |
| Unit 9: BUILDING CUSTOMER LOYALTY | Case studies, group discussion | Project reports | 2 |  | 2 |
| Unit 10: CAREER DEVELOPMENT PATH IN LUXURY FIELD | Guest lectures, career counseling | Project reports | 2 |  | 2 |
| Unit 11: HAVE PROFESSIONAL QUALITIES | Case study ，Interactive discussions | Presentation | 2 |  | 2 |
| 合计 | 32 |  | 32 |

（四）课内实验项目与基本要求

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 序号 | 实验项目名称 | 目标要求与主要内容 | 实验时数 | 实验类型 |
| 1 | 无 |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 实验类型：①演示型 ②验证型 ③设计型 ④综合型 |

四、课程思政教学设计

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| 1. Illustrate Integrity and LawIn luxury sales, integrity and law are paramount. Luxury brands depend on trust and a strong brand image. Use cases where brands lost trust to illustrate the importance of honesty and compliance with laws.2. Emphasize the importance of Professionalism and FriendlinessProfessionalism and a customer-friendly attitude are key in luxury sales. Encourage students to be dedicated, with a high level of expertise, and emphasize the importance of being approachable and communicating effectively.3. Enhance love of Patriotism and HarmonyLove for the country and its culture can enhance the image of local luxury brands. Discuss how salespeople can promote patriotism4. Encourage Liberty and EqualityRespecting consumers' freedom of choice and treating all customers equally is essential. Encourage students to uphold these values, understanding that free and fair competition is key in the luxury market.5. Stress the importance of Fairness and JusticeUpholding market fairness and consumer rights is crucial in luxury sales. Stress the importance of fair competition and ethical business practices, using negative examples to illustrate the consequences of unethical behavior. |

五、课程考核

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| --- | --- | --- | --- | --- |
| 总评构成 | 占比 | 考核方式 | 课程目标 | 合计 |
| 1 | 2 | 3 | 4 |  |
| 1 | 60% | Case analysis report |  | 40 | 30 | 30 | 100 |
| X1 | 20% | Classroom exercises | 20 | 30 | 20 | 30 | 100 |
| X2 | 20% | Presentation | 30 | 30 | 30 | 40 | 100 |

评价标准细则（选填）

|  |  |  |  |
| --- | --- | --- | --- |
| 考核项目 | 课程目标 | 考核要求 | 评价标准 |
| 优100-90 | 良89-75 | 中74-60 | 不及格59-0 |
| 1 |  |  |  |  |  |  |
| X1 |  |  |  |  |  |  |
| X2 |  |  |  |  |  |  |

六、其他需要说明的问题

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