

# Department of Marketing Center for Sales Leadership

## **Inside Sales - MKT 385**

### Course Description:

This course in professional selling will introduce students to the essentials of effective selling in the context of professional and collegiate sports. Topics include the sales process, persuasion, handling objections, finding solutions, building customer relationships, and understanding the competitive sports marketing/selling environment. Experiential learning is emphasized through a collaborative "Sports Sales Experience" where students will receive practical sales training and ticket sales experience with a sports organization. Students will participate in weekly sales meetings and have specific sales responsibilities. In addition to the class readings, assignments and weekly selling activities, students will also have role play activities, and a final paper. Due to the nature of this sales course, a significant amount of the work will take place outside of the regular class sessions.

### Planned Sales Project:

Each quarter the class will offer students a "Sports Sales Experience" through a planned sales project working with different professional or college sports organization.

### Class Registration Information:

The class will be limited to 20 students and registration will require the completion of an application and instructor permission. The course prerequisites include senior level status and MKT376 or MKT377 (may be taken concurrent with the class). However, all interested students are encouraged to apply. Students in the Sales Leadership Program will be able to utilize this class to satisfy one of their sales electives.

### Questions, Further Information or Application Submissions:

#### **Please Contact:**

Dr. Rich Rocco - Department of Marketing

Email: [rrocco1@depaul.edu](mailto:rrocco1@depaul.edu)

Phone: 312-362-8655

# MKT 385 Inside Sales Student Application Form

---

## **Student Information:**

**Name:**

**Email**

**Phone Contact:**

## **Academic Information:**

Major/Minor:

List All Marketing and Sales Classes Taken To Date:

Current Status: Junior/Senior

Expected Graduation Date/Quarter:

Are you participating in any of the following programs?

Sales Leadership Program:	Yes/No
IME (Marketing Honors)	Yes/No
Multicultural Marketing	Yes/No

## **Work Experience:**

Please briefly list/describe any current/past work experience:

(A resume may be attached if available)

If applicable, please describe any current/previous sales and marketing specific experience (including class projects, internships, etc.):

## **General Questions:**

Briefly describe why you are interested in this class.

If I were to ask one of your professors to describe you, what would he/she say?

Given the sales emphasis in this class, what do you think are the most important skills to success in sales?

Consider your expected upcoming course schedule...please describe any work, internship, sports, or other activities that may impact your ability to participate in “outside of class” activities.

---

INSTRUCTIONS:  
PLEASE SUBMIT YOUR APPLICATION TO:

Dr. Rich Rocco, Department of Marketing  
rrocco1@depaul.edu

- Electronic submissions are preferred –

This class is limited to 20 students with qualified senior status receiving preference.

Interested students are encouraged to submit an application as early as possible.

***This class satisfies the one elective requirements in the  
Sales Leadership Program.***