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| 1  | Course Introduction  
     | Format  
     | Lecture and discussion  
     | Reading & Research Tasks  
     | Written & oral participation  
     | One Individual Project – Written  
     | Team Presentations |

Course Objectives  
Introduce students to the basics of the marketing & business development process common to the professional services industry.  
Develop a foundation of understanding of the principles of services marketing.  
Provide a forum for the students to develop their understanding of the role they will play in the process of business development.

Lecture 1 – Introduction to principles & issues of Marketing of Services  
Assignment: Paper not to exceed two pages  
Select (2) two examples of services marketing that demonstrate the principles of selling intangibles. Describe how the seller creates a sense of belief on the part of the buyer that the service will satisfy their expectations. Your description of the principles must be highlight the intangible elements.

Lecture 2 – The Business Development Process in Design & Construction  
Introduction to Mid-Term Assignment  
Individual Project – Oral presentation  
The objective of this assignment is to demonstrate your
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<td>1</td>
<td>understanding of the principles of selling to customer issues. Using one of the case studies, develop a presentation on how you would sell to those needs/issues. With a 4 minute strict time limit, you must plan carefully and rehearse to ensure you make your points clearly. Limiting the scope of your presentation is essential. You must use PowerPoint &amp; provide a copy in class on USB drive. This assignment is weighted as a mid-term exam</td>
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2 | Lecture 3 – Understanding/Determining Customer Needs Exploring & Applying the Issues/Features/Benefits/Proofs process (IFBP) Using case studies, students will complete the IFBP worksheet You will use one of these case studies as the base for your oral presentation. Distribution of Request for Proposal & review the assignment Each team will be given a mock Proposal request. The request will require a written submission as well as a presentation (mock interview). Budgets, Schedules & Logistics will be used on a mock basis, no requirement for accurate details. |
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| 3 |      | Q&A re: Proposal  
Oral Presentation Skills Lecture  
Lecture 4 – Proofs and development of selling messages  
Continuing with the case studies, the class will develop proofs  
(validations of prior successful performance - and selling messages) |
| 4 |      | Lecture 5 – The Selection Process RFQ, RFP & Bidding  
Explore the purpose, elements and techniques of the written component of the selection process  
Individual oral presentations – 4 minute limit  
**This assignment is weighted as a mid-term exam**  
Individual Project – Oral presentation  
The objective of this assignment is to demonstrate your understanding of the principles of selling to customer issues. This presentation is limited to 4 minutes; therefore you must plan your time carefully to ensure you make your point clearly.  
Practice out loud at least twice. Limiting the scope of your presentation is essential.  
Using one of the case studies from the Lecture 3 class, develop a presentation (limit 4 minutes) on how you would sell to those needs/Issues. |
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<td><strong>Presentation must use PowerPoint. Typically each slide takes one to two minutes to present, therefore you should have no more than eight slides.</strong></td>
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| 5  | Q&A re proposal  
Lecture 6 – Relationship Building and Networking  
The role Project Managers play in enhancing client relationships  
Being an Ambassador for the Firm  
How to Engage and Connect within the industry  
(Presented in a Workshop Format) |
| 6  | Q&A re proposal  
Lecture 7 - Expanded review of the proposal process  
Emphasis on what clients are using to select service providers  
Firm & individual experience  
Resources  
Individual Interviews |
| 7  | Lecture 8 – Role of Marketing Materials  
Advertising & Public Relations  
Papers, Conferences, Expert Speaker (exploration of the concepts of promotion) |
| 8 | Lecture 9 – The Role of Professional tools in the marketing process  
   The role of consulting products in the business development process –  
   Schedules  
   Budgets  
   Logistics  
   Value Engineering  
   
   Lecture 10 – The Interview  
   Using previous team presentations learn the effectiveness of various presentations & approaches  
   Emphasis is placed on the Project Management component of the interview  
   
   RFP Response Due Noon  
   10 point deduction for missing this deadline.  
   Delivery as a PDF via e-mail to instructor  |
|---|---|
| 9 | Lecture 11 – Case Studies from The Real World – Guest Lecturer  
   Thanksgiving Holiday week – No Class  
   Work on team presentations |
| 10 | **Team Presentations to “Client” Interview Committee**  
Interview presentations will start promptly at 8:15 AM, so be there early to set up  
(Access to Lecture Room at 7:30 AM)  
30 Minutes of presentation & 15 minutes of discussion with selection committee.  
Presentations will be viewed by all class members  
**Be sure to practice in the room prior to the presentation to ensure all elements of your presentation will work.** | **Team Presentations Electronic Copy to be provided at the presentation (USB Drive)** |
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<td>11</td>
<td><strong>No Final Exam</strong></td>
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