

# Selling and Society: Relationships Beyond Social Networks

22MKTG 101

Winter: 22MKTG 101 Selling and Society  
OLD CHEM 601 on MWF 2pm - 2:50pm

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## Everyone sells something.

A football coach “sells” his school to a prospective recruit. A designer “sells” her idea to a prospective investor. A missionary “sells” ideas to prospective converts. A rock band “sells” their music to potential fans and producers, and a manager must “sell” company policies to his/her employees.

How do you connect with your social network? The purpose of this social science course is to examine human relationships within the context of personal persuasive selling. Social psychology theories—such as personality trait theory, social-self monitoring theory, cognitive/affective theory, self-regulatory theory, self-concept theory-- will be tested using quantitative and qualitative data that you collect.

After completing this course, you will have the skill set needed to sell your ideas, your designs, your talent, and yourself to prospective friends, employers, investors, and significant others.

For more information, visit  
[business.uc.edu/marketing](http://business.uc.edu/marketing)

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