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Aktivitas Personal Selling Pada Lembaga Bahasa Inggris English First For Adult Jakarta

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Abstract

This research is motivated by the author interest of the personal selling in English School of English First For Adult, Jakarta. The research is based on reality which the author encountered in English Course at English First For Adult, Jakarta. The main purpose in the research is to find personal selling activities which will affect sales and marketing communication, problems and how to solve the problems. English First For Adult has been implementing International curriculum that uses Common European Framework (CEFR) which has been standardized among European Countries. This research is discussing about role of Personal seller in selling EF products to potential customers. Thus, the potential customer will recognize what products they will study at EF English for Adult Indonesia. This research is also talking about how personal sellers serve the potential customers from the beginning to desired outcome. EF For Adult Indonesia is not also offering English Course as their business but also offering the experience of learning itself. EF For Adult Indonesia is not focusing on the result but they are focusing of learning process.

Key words : Prospective customer, International Curriculum, role of personal seller