

Mktg 354: Professional Selling & Relationship Mktg

Presents personal selling as a professional marketing activity. Coverage includes effective selling methods and application of selling theories to the modern marketing concept. Active learning via in-class presentations and role-playing exercises are used.

3. Credits

Prerequisites

- Mktg 351: Marketing Principles (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Mktg 354
- Lecture: Compressed Video for Mktg 354
- Lecture: Correspondence for Mktg 354

Subject Areas

• Marketing/Marketing Management, General

Related Areas

- · International Marketing
- Marketing Research