

Mktg 458: Sales Management

Theory, principles, and practices of sales force administration for business manufacturing, wholesaling, and service enterprises. Topics include recruiting, training, compensation, and performance appraisal.

3 Credits

Prerequisites

- Mktg 351: Marketing Principles (Minimum grade: C)
- Mktg 354: Professional Selling & Relationship Mktg (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Mktg 458
- Lecture: Compressed Video for Mktg 458

Subject Areas

Marketing/Marketing Management, General

Related Areas

International Marketing

Marketing Research

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

