

# 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

