

Mktg 354: Professional Selling & Relationship Mktg Marketing

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](#)

