

## MKT4332 - Advanced Personal Selling

[MKT 4332](#) Advanced Personal Selling (3 semester hours) The course covers advanced personal selling skills, practices and programs. Emphasis will be placed on sales, presentations, demonstrations, advanced sales techniques, advanced communication and relationship-building skills. Various corporate sales strategies for both consumer and business sales will be explored. This course is intended to prepare students for competitive sales situations and competitions and is primarily intended for students interested in sales careers. Prerequisites: [MKT 3300](#) and [MKT 3330](#) and [BCOM 3311](#), and instructor consent required. (3-0) Y