

MKT6334 - Digital Sales Strategy

[MKT 6334](#) Digital Sales Strategy (3 semester credit hours) The course explores three distinct areas within marketing and sales namely, digital marketing, traditional sales prospecting, and executive sales organization and strategy. The continuing convergence of the digital marketing and sales funnels has created a strategic continuum from digital lead generation to digital sales. The course identifies the current composition of this digital continuum while providing opportunities to evaluate sales and marketing digital strategies. The course will cover concepts including the difference between inbound and outbound digital marketing strategies, tracking CRM inquiries in the funnel, and lead scoring. Prerequisite or Corequisite: [MKT 6301](#) and instructor consent required. (3-0) Y