MKT 3330 - Introduction to Professional Selling

MKT 3330 Introduction to Professional Selling (3 semester credit hours) The course is the introduction to professional sales and sales management. It will focus on the fundamentals of building and maintaining mutual beneficial business relationships. Emphasis will be placed on sales skills such as prospecting, making the sales call, developing compelling presentations, responding to objections, and closing the deal. Additionally, the course will provide insight into channel management such as design, functions, logistics, supply chain, and channel relationships. Prerequisite: A minimum of 45 semester credit hours completed. (3-0) Y