

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

<u>Marketing/Marketing Management, General</u>

Related Areas

- International Marketing
- <u>Marketing Research</u>

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