

## Ent 321: Entrepreneurial Pitching **MANAGEMENT**

Study of the pitching and selling in a small or startup organization, development of techniques for making an effective pitch for potential investors, a sales presentation, and developing and maintaining account relationships. The course also will review presentation and selling techniques and other sales functions including organization, allocation, recruitment, selection, training, motivation, compensation, and sales force evaluation and control.

3 Credits

### Instruction Type(s)

- Lecture: Lecture for Ent 321
- Lecture: Web-based Lecture for Ent 321

### Subject Areas

- [Entrepreneurship/Entrepreneurial Studies](#)

### Related Areas

- [Small Business Administration/Management](#)

