

## **Mktg 458: Sales Management** **Marketing**

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**

- [Marketing/Marketing Management, General](#)

### **Related Areas**

- [International Marketing](#)
- [Marketing Research](#)

