

# Mktg 354: Professional Selling & Relationship Mktg

Presents personal selling as a professional marketing activity. Coverage includes effective selling methods and application of selling theories to the modern marketing concept. Active learning via in-class presentations and role-playing exercises are used.

#### 3 Credits Prerequisites

- <u>Mktg 351: Marketing Principles</u> (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

# Instruction Type(s)

- Lecture: Lecture for Mktg 354
- Lecture: Compressed Video for Mktg 354
- Lecture: Correspondence for Mktg 354

## **Subject Areas**

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

## **Related Areas**

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

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