

# 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**

• Pre-requisite: 54 Earned Hours.

# Instruction Type(s)

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

### **Subject Areas**

• Marketing/Marketing Management, General

#### **Related Areas**

- · International Marketing
- Marketing Research

