

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 354
- Lecture: Web-based Lecture for Mktg 354

Subject Areas

• Marketing/Marketing Management, General

Related Areas

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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

