

# 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.

### **Prerequisites**

• Mktg 351: Marketing Principles (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

