

# Mktg 458: Sales Management Marketing, Analytics & Prof Sales

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)
- 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

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.

