

Mktg 354: Professional Selling & Relationship Mktg [Marketing, Analytics & Prof Sales](#)

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](#)
- [Marketing Research](#)

