



Mktg 381: Sales Technologies and CRM Strategies

Marketing, Analytics & Prof Sales

This course introduces the student to the activities involved in supporting buyer-seller interactions and the personal selling function using the principles of Customer Relationship Management (CRM). Its purpose is to provide skills in marketing and sales force technologies (including automation and augmentation), and be able to use those skills in areas related to prospecting, time and territory management, and managing customer follow-up, etc.

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)

Instruction Type(s)

- Lecture: Lecture for Mktg 381
- Lecture: Compressed Video for Mktg 381
- Lecture: Web-based Lecture for Mktg 381

Subject Areas

- [Marketing/Marketing Management, General](#)

Related Areas

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

