

MKTG 271: Relationship-Driven Professional Selling

This course does not teach about selling, it teaches how to sell. This experiential learning-based course utilizes best practice models of selling from the nationally ranked sales program at Western Michigan University. It covers selling topics from prospecting through relationship building. Through the use of role-plays and other experiential activities, it will equip the student with the fundamental knowledge, skills, and attitudes necessary to succeed in a professional selling position.

Offered most semesters via Rize Consortium

Credits: 3

Program: **Business Administration**