

MKTG 370: Sales Leadership

Effective sales leadership requires a mastery of the “hard” analytical skills as well as the “soft” skills for effective management and coaching. This course is designed to be a “learning laboratory” for exploring key sales and management concepts related to the sales function and that of the sales manager in the firm. The course focus is on developing hands-on analytical and management coaching skills through the use of business case studies and articles and active hands-on practice.

Offered via Rize Consortium

Credits: 3

Prerequisites:

MKTG 271

MKTG 272

Program: Business Administration

Semester Offered: Spring