

MKTG 371: Advanced Relationship-Driven Professional Selling

This course is designed to pick up where the Relationship-Driven Professional Selling course left off with a focus on the planning and research necessary to be a credible and compelling salesperson. Additionally, this course will tackle the advanced topics of team selling, negotiating, and leveraging account development activities through a focus on hands-on activities, written assignments, and case simulations.

Offered via Rize Consortium

Credits: 3

Prerequisites:

MKTG 271

MKTG 272

MKTG 370

Program: Business Administration

Semester Offered: Spring