

SALES MARKETING (MKSS1-CE)

MKSS1-CE 9018 Sales Management (1.5 Credits)

Managing a sales force requires a wide range of knowledge and skills. If you are a new manager with frontline sales management responsibility, then take this course for a comprehensive overview of the sales management process. Topics covered include establishing innovative sales strategies to meet the company's goals; hiring, training, and motivating a cohesive sales team; managing the paper trail; running an effective meeting; working a territory as though it were your own business; and coordinating sales force efforts with advertising, promotion, and channels of distribution.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes