MKTG 798: The Business of Sales
The “Business of Sales” is offered one evening a week, on Wednesday nights. This course prepares students for the professional world through learning personal selling skills and developing understanding of complex sales processes. This course covers the sales process, consultative selling, business ethics, negotiations, and presentations. It focuses on techniques to “get in the door” as well as how to confidently navigate the sales process to reach a successful conclusion. This is ideal for any student considering a position in professional selling. There are several sessions where a guest speaker will discuss their career in sales as well as opportunities for graduates. This course counts as an elective in the Marketing option, although any student who is interested in sales will find this course valuable.

Day/Time: W 5:10-8:00pm
CRN: 52583
Instructor: John Baxter