

Effective Selling

MKT 2163

DEGREE PROGRAM COURSE DESCRIPTIONS

The students will use role playing to demonstrate his/her ability to apply the techniques of effective salesmanship to simulated situations in communications, sales consulting, and the seven steps of effective selling as encountered in a professional salesperson position.

PREREQUISITES?

ENGL 0203, adequate placement score, or by meeting determined placement measures.

CREDIT HOURS

3