

WESTFIELD STATE COLLEGE

Course Number MRKT 0309

Dept. of Business Management

Offered ONLINE: Wintersession

***Please note that this course has an early start date of December 27, 2011.**

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Title: *Sales & Sales Management* - 3 credits

Catalog Description: A course in effective salesmanship and how to set up and control an effective field sales organization. Course emphasizes the role of personal selling in the marketing mix and covers all basic sales management issues. **Prerequisites: MRKT 0231 Marketing Management**

General Educational Competencies:

Critical Thinking, Quantitative Skills, Communication Skills, Self & Society.

Section I Course Objectives: Students will be able to increase

McGraw-Hill - **2nd edition. ISBN 9780071435352**

This is a generic interaction plan and the official course syllabus will be available when the student begins the course.