

CGMG 318. SELLING MODELS AND BUSINESS NEGOTIATION.

Credits: 3

Offered by: Management & Entrepreneurship (School of Continuing Studies)

Terms offered: Fall 2025

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Description

Application of selling models to effectively harness digital media to convert online prospects into customers and retain them using Internet resources. Strategies to build long-term partnerships with online and traditional customers and promote new ventures through search engine optimisation (SEO) to achieve business and marketing objectives. Application and practice of the business negotiation process and strategies for traditional and online stakeholders.

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