

MRKT 632. DRIVING SALES STRATEGY

Credits: 3

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

Description

The principles of effective sales management that will deliver revenues in the face of challenges such as increased competition, reduced product differentiation, and technological disruption of markets. Sales force management as a key component of the firm's total marketing effort.

- Restrictions: Not open to students who have taken MRKT 691 when topic was "Sales Management".

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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