

BA 238 : Sales Management

Offers a blend of practicality and theory on industrial, commercial and retail sales. Demonstrates and practices basic sales techniques, explores communication and motivation as they relate to selling and examine the function of sales relative to the total marketing program.

Credits 3

Prerequisites

Equivalent placement test scores also accepted.

Subject

[Business Administration](#)

Course Outcomes

- Define and explain selling.
- Understand the psychology of selling
- To develop selling skills that involve prospecting, planning, presenting, handling objectives, closing, follow-up, and servicing customers after the sale.
- To familiarize students with current issues and certain situations that may be different from the norm.

Prerequisite Courses

[WR 115](#)

[RD 115](#)