

MRK 2225 Sales Fundamentals (3 credit hour)

Required Textbook

Selling: Building Partnerships, 9th edition, by Castleberry

Course Description

This course teaches the basic principles of sales and development of techniques for satisfying consumer needs through thoughtful personal selling.

Course Outcomes

Ability to:

- Understand selling and learn how to build partnering relationships.
- Discuss ethical and legal issues in selling.
- Assess buying behavior.
- Analyze prospecting, planning, and making the sales call, respond to objectives.
- Analyze formal negotiation procedures.
- Develop an “elevator pitch” speech.
- Plan and present a sales presentation.

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