

MKT 2224: Professional Selling

Stresses skills and professionalism required in intensely competitive selling environments in global markets. This course concentrates on complex consultative selling processes required in business-to-business relationships.

Credits: 3

Prerequisites:

VSB 2020

MKT 1137

SBI 3006

SBI 3040

VSB 2020 or MKT 1137 or SBI 3006 or SBI 3040

Program: [Marketing](#)