

MKT 2225: Strategic Account Management

Policies and procedures for managing a business development organization; the role and characteristics of the business development function; techniques for selecting, training, supervising, and evaluating business development personnel including ethical and legal considerations.

Credits: 3.0

Prerequisites:

VSB 2020

MKT 1137

SBI 3006

SBI 3040

VSB 2020 or MKT 1137 or SBI 3006 or SBI 3040

Program: [Marketing](#)