

BUS-412W : Professional Selling

Designed to develop student interaction and business skills with strategies relating to the personal selling side of marketing. Emphasis is placed on business-to-business and consumer selling strategies, as these skills are also applicable to retail selling and may be beneficial in enhancing skills necessary for selling ideas within the business, workplace, community at large or society in general. FILA general education: writing intensive.

Credits 3

Prerequisites

[FILA-150](#) or [FILA-350EW](#); [ENG-110](#); [BUS-300](#); [BUS-310](#); or permission of instructor

Term Offered

Spring Only

Session Cycle

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