

## COURSE DETAIL

### MARKETING AND SALES MANAGEMENT

**Country**

Spain

**Host Institution**

Carlos III University of Madrid

**Program(s)**

Carlos III University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

152

**UCEAP Course Suffix****UCEAP Official Title**

MARKETING AND SALES MANAGEMENT

**UCEAP Transcript Title**

MKTG&SALES MGMT

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

Topics in this marketing and sales management course include: today's client; contemporary sales; CRM, sales technology and analysis; market research and messaging; negotiation and closing; territory organization; recruitment, selection, and training; motivation of sellers; remuneration and evaluation of sales; international sales prospects.

## Language(s) of Instruction

### Host Institution Course Number

13479

### Host Institution Course Title

DIRECCIÓN COMERCIAL Y VENTAS

### Host Institution Campus

Getafe

### Host Institution Faculty

Ciencias Sociales y Jurídicas

### Host Institution Degree

Administración de Empresas

### Host Institution Department

Economía de la Empresa

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