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 Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=204&anio=2023&plan=147&asig=13...

Host Institution Campus
Getafe

Host Institution Faculty
Ciencias Sociales y Jurídicas

Host Institution Degree
Administración de Empresas

Host Institution Department
Economía de la Empresa

Course Last Reviewed
2023-2024

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