

# 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**

C

**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. NOTE: This course is the same as BUS 152 but taught in the UC3M International School.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

19706

### **Host Institution Course Title**

DIRECCIÓN COMERCIAL Y VENTAS

### **Host Institution Campus**

GETAFE

### **Host Institution Faculty**

Escuela Internacional Carlos III

### **Host Institution Degree**

### **Host Institution Department**

Programa Internacional de Negocios

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