

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 Course Details

<https://aplicaciones.uc3m.es/cpa/generaFicha?est=84&anio=2024&plan=499&asig=197...>

Host Institution Campus

GETAFE

Host Institution Faculty

Escuela Internacional Carlos III

Host Institution Degree

Host Institution Department

Programa Internacional de Negocios

Course Last Reviewed

2024-2025

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