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

Print