# COURSE DETAIL

| SALES MANAGEMENT |
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| **Country**<br>France |
| **Host Institution**<br>University of Bordeaux |
| **Program(s)**<br>University of Bordeaux |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>110 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>SALES MANAGEMENT |
| **UCEAP Transcript Title**<br>SALES MANAGEMENT |
| **UCEAP Quarter Units**<br>5.00 |
| **UCEAP Semester Units**<br>3.30 |

**Course Description**

This course introduces the key components of commercial sales management and their role in creating value for both the consumer and the company. It covers how to make coherent business decisions by understanding the interactions between the commercial department and other organizational functions.

**Language(s) of Instruction**
French

**Host Institution Course Number**

**Host Institution Course Title**
GESTION COMMERCIALE

**Host Institution Course Details**

**Host Institution Campus**
Université de Bordeaux

**Host Institution Faculty**
Faculty of Economics, Management and AES

**Host Institution Degree**
Licence

**Host Institution Department**
Economie et Gestion

**Course Last Reviewed**
2025-2026

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