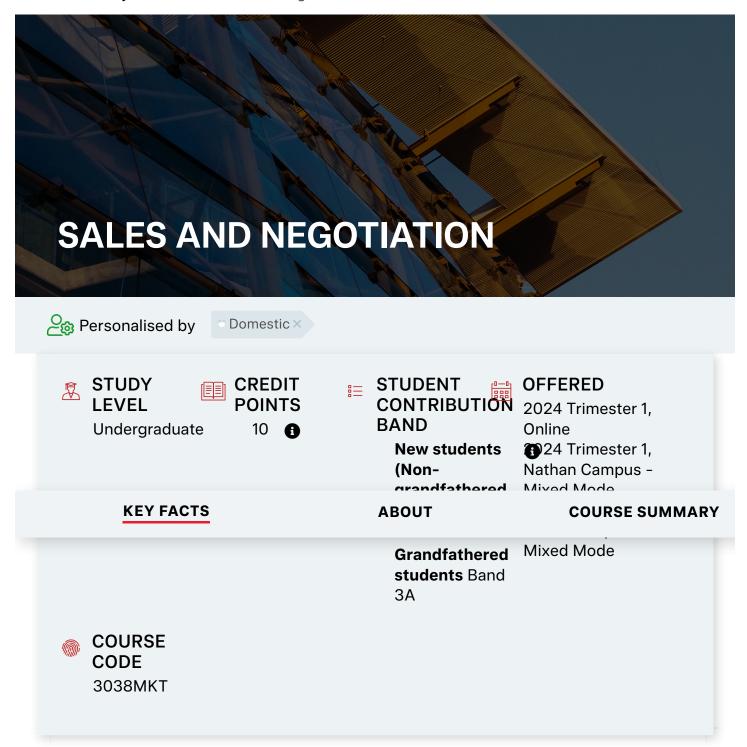


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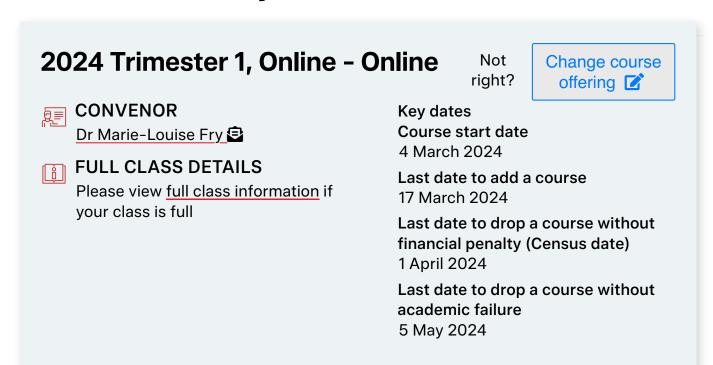


About this course

Business success is highly dependent on the effectiveness of the selling process, sales management and business negotiation. This course will provide the knowledge necessary for students to understand the selling process and be able to apply key principles of successful sales management. It provides an introduction to personal selling, as well as a detailed analysis of the selling process, environmental influences, business negotiation, estimating demand, account management and sales force management including the recruitment, selection, training, motivation and performance of salespeople and control of the selling effort. Incompatible and co-taught: MKT308 Sales and Negotiation

View course profiles

Course summary



Timetables

Show "Open" classes only

Show classes for all days



Class Availability When Where Notes

Workshop (15877)	Open	Wednesday 12:00 - 13:50 Weeks 1 - 4, 5 - 12	Online	
Workshop (15876)	In High Demand	Wednesday 14:00 - 15:50 Weeks 1 - 4, 5 - 12	Online	

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