


# SALES AND NEGOTIATION

 Personalised by Domestic x



## STUDY LEVEL

Undergraduate



## CREDIT POINTS

10 



## STUDENT CONTRIBUTION BAND

**New students  
(Non-  
grandfathered**



## OFFERED

2024 Trimester 1,  
Online

 24 Trimester 1,  
Nathan Campus -  
Mixed Mode

### KEY FACTS

### ABOUT

### COURSE SUMMARY



## COURSE CODE

3038MKT

**Grandfathered  
students Band  
3A**

Mixed Mode

## 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


### 2024 Trimester 1, Online - Online

Not  
right?

[Change course  
offering](#) 



#### CONVENOR

[Dr Marie-Louise Fry](#) 



#### FULL CLASS DETAILS

Please view [full class information](#) if your class is full

#### Key dates

##### Course start date

4 March 2024

##### Last date to add a course

17 March 2024

##### Last date to drop a course without financial penalty (Census date)


1 April 2024

##### Last date to drop a course without academic failure

5 May 2024

## 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

## Found in



BACHELOR OF  
**ADVANCED DIGITAL  
MARKETING AND ANALYTICS  
(HONOURS)**

The world of marketing technology and business is rapidly changing. The new Bachelor of Digital Marketing and Analytics (Honours) gives you the latest digit...



March  
2025



Online  
Gold  
Coast  
Nathan



320  
CP

Need help?



First Peoples of Australia

