

BUS 339 : Sales and Strategic Marketing

The class builds upon the basic concepts learned in the marketing course and places emphasis on the strategic sales and marketing decisions that managers and entrepreneurs must make each and every day. The course helps clarify the interrelationship of corporate, business-level and marketing and sales strategies for organizations. It also provides tools and processes to help decision makers identify weaknesses, leverage strengths and address external opportunities and threats.

Credits 4

Prerequisite Courses

[BUS 231: Marketing Principles](#)

Semester Offered

Offered fall