

COURSE OUTLINE

SUMMER SESSION I 2024

COURSE CODE: BUAD 176

COURSE TITLE: Professional Sales

Students study the sales process as it applies to the successful selling of both goods and services to organizations. Students explore and practice each step in the sales process through hands-on interactive activities. The focus of this course is on building long-term, mutually beneficial relationships established through trust and ethical decision making.

Students are expected to be present for the sales presentations and role plays. Failure to do so will result in loss of marks for that assignment.

A medical note is required if you miss an exam.

Course Schedule

(Subject to change at the discretion of the professor)

Date

Topic

Textbook

