

# MBA 684 : Professional Sales Management

This course focuses on revenue development for an organization. The issues involved in sales management encompass a wide variety of activities. The intent of this course is to develop an awareness of how these varied activities channel into three interrelated processes: 1) The formulation of a strategic sales program; 2) The implementation of that program, from the selection of personnel to the specific policies; 3) The evaluation and control processes necessary to insure that the mission is accomplished.

## **Prerequisite Courses**

MBA 576