

BBA Marketing-Sales Emphasis Goals and Objectives

(1) Comprehension of the principles professional selling and sales management

- 1.1 Students will be able to understand the basic concepts of professional selling and sales management.
- 1.2 Students will be able to understand the competitive advantages that can be derived from improved professional selling and sales management.

(2) Demonstrate competency of skills associated with professional selling and sales management.

- 2.1 Students will be able to discern differing professional selling concepts and apply them to specific selling situations.
- 2.2 Students will be able to apply differing concepts of sales management and their level of fit within a firm's strategy.