

# Course Description – Curriculum 2013

**Subject:** MK323 Sales Management

**Credits:** 3

**Prerequisite:** MK201

**Description:** A study of modern sales management. This course provides a study of the new concept of sales management that requires external information for situation analysis in order to discover the opportunities, threats, strengths, and weaknesses to satisfy customers. Also emphasized are the uses of quantitative and qualitative information. The course also covers building a sales team and effective sales management.