

# Course Description – Curriculum 2018

**Subject:** MK323 Sales Management

**Credits:** 3

**Prerequisite:** MK201

**Description:** A study of the modern concept of the sales management that requires internal and external information for situation analysis and also using both qualitative and quantitative data in order to plan and determine the sales strategies to satisfy target customers and purchase decision. This course also studies how to build an effective sales teams and ethical sales management under the proper use of technology.