

Course Schedule - Fall 2006

Business Administration

328 ***Business-to-Business Selling*** Credit: 3 hours.

Introduces the use of persuasive personal communication in attracting and retaining customers. Uses experiential learning exercises to address principles and techniques of personal selling and the administration of the selling function as it relates to the development of marketing strategy and the achievement of corporate objectives.

Prerequisite: BADM 320 or consent of instructor

CRN	Type	Section	Time	Days	Location	Instructor
47530	lecture-discussion	A	04:30 PM - 05:50 PM	TR	room 226 Wohlers Hall	Bradford, K