

SALES (SALES)

SALES:630 Customer Relationship Management (3 Credits)

Prerequisite: SALES 620. CRM is a customer-centric business process used to organize, automate, and synchronize advertising, marketing, sales, support and service functions across an organization. Students will gain a clear understanding of key CRM concepts and how an effective CRM strategy can build brand equity, maximize customer lifetime value and drive profitable revenue growth. (Formerly 6600:630)

SALES:681 Sales Management (3 Credits)

Prerequisite: SALES 620. Develops analytical and managerial skills through case studies and other learning activities relating to the organization, selection, training, motivation, and control of a domestic or global sales force. (Formerly 6600:681)