BLOOMSBURG UNIVERSITY
SALES CONCENTRATION WITHIN MARKETING
REQUIRED COURSES

- **MKTG 341 Principles of Selling**: Includes a study of selling as a profession, preparation for successful selling, steps and procedures associated with the sales process, and special selling topics.

- **MKTG 445 Advanced Professional Selling**: Develops students’ knowledge of the selling process to a professional and competitive level. Students improve their sales skills through several role-playing projects and real world sales.

- **MKTG 370 Sales Management**: Studies the personal selling element of the marketing/promotional program from a management perspective.

- **MKTG 480 B to B Marketing**: Strategies for marketing products and services to industrial, commercial, and governmental markets. Changing industry and marketing structures are analyzed. **Prerequisite**: Principles of Marketing

- **LAW 475 Negotiation and Alternative Dispute Resolution**: Examines the most commonly used forms of dispute resolution including negotiation, mediation, arbitration, and online methods. The examination will include the steps and procedures for each method, along with discussions of how to select the appropriate form. The course will also include a skill building component designed to improve each student’s negotiation skills through the use of negotiation techniques, exercises, and critiques of videotaped negotiation sessions.

- **Plus take one of the below courses**:
  - MGMT 371 Supply Chain Operations
  - MKTG 331 E-Marketing
  - MKTG 350 Retail Management Concepts