

MKTG 4430: Market Analysis

3 Credit Hours

Prerequisite: MKTG 3100 and ECON 2300, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

This course develops skills in locating, selecting and using appropriate information sources for making and using market measurements in the planning and management of marketing and sales operations. Students learn tools for estimating demand and forecasting industry and company sales and how to use these measures in selecting market targets, designing sales territories, assigning sales quotas and planning customer contract programs.

MKTG 4450: Sales Management

3 Credit Hours

Prerequisite: MKTG 3410, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

A study of planning, organizing, staffing, directing and controlling of the sales force in developing an effective marketing organization.

MKTG 4460: Sales Technology and Analytics

3 Credit Hours

Prerequisite: MKTG 3100

The course will focus on applying sales technology tools and sales analytics to sales and sales management processes in order to improve salesperson and sales manager performance. The course will introduce students to a variety of software applications, including those for CRM, Web Conferencing, Form Builders, Collaboration and Communication, Gamification, Presentation, and Analysis. In addition, the course will cover sales analytics, including how to use spreadsheets to generate key performance indicators and other analyses to improve salesperson performance.