

# PROFESSIONAL SALES (PSLS)

## PSLS 3000 Sales Career Orientation And Management

[1 credit hour]

This course addresses careers in sales, looking at different types of selling and sales activities.

**Term Offered:** Spring, Fall

## PSLS 3080 Purchasing And Business Relationship Management

[3 credit hours]

Purchasing and Business Relationship Management is designed for students interested in a career in sales, purchasing or general marketing. You will be exposed to the industrial buyer behavior and buying processes, strategic purchasing, relationship management and supply chain management. You will develop skills in communication, planning, analytical thinking and negotiation.

**Term Offered:** Spring, Summer, Fall

## PSLS 3440 Professional Sales

[3 credit hours]

This course introduces the professional selling process from a customer collaboration perspective. The course utilizes role plays and exercises to develop a strong but adaptable sales process that will serve a student well in a business or complex selling situation.

**Term Offered:** Spring, Summer, Fall

## PSLS 3450 Sales Technologies and Strategies

[3 credit hours]

This course introduces the student to the activities involved in supporting buyer-seller interactions and the personal selling function using the principles of Customer Relationship Management (CRM). Its purpose is to provide skills in areas related to prospecting, sales force automation technology, time and territory management, and managing customer follow-up.

**Term Offered:** Spring, Summer, Fall

## PSLS 4500 International Sales Negotiation

[3 credit hours]

This course is designed to explore the cultural and business implications of a sales career within an international or cross-cultural setting. Students will work in an applied setting engaging in role-playing and company analysis to understand the unique characteristics of this context. Prerequisite: Junior standing

## PSLS 4710 Salesforce Leadership

[3 credit hours]

The role and functions of the first line sales manager will be examined, including sales force size and organization, and management of the sales force. Issues related to hiring, training, supervising, compensating and evaluating salespersons are also emphasized.

**Prerequisites:** PSLS 3440 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

## PSLS 4740 Advanced Sales

[3 credit hours]

This course provides in depth study of advanced selling concepts including relationship management, account management, strategic selling, team selling and selected current topics. The course includes business presentations, field work, role playing and case studies.

**Prerequisites:** PSLS 3440 with a minimum grade of D-

**Term Offered:** Spring, Fall

## PSLS 4940 Integrative Capstone: Sales Internship

[3 credit hours]

Receive practical sales experiences working in a business environment.

**Prerequisites:** PSLS 3440 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall