PROFESSIONAL SALES (PRS)

PRS 339 Effective Selling (3 credits)
Pre-Req: MK 250 and at least 36 completed credits
This course is intended to provide students with a practical, real-world understanding of the principles of selling, the sales process, and the experiences and skills essential to become successful at selling. The course will place emphasis on the role of sales in business, the necessary mindset required, sales process steps and question-based selling techniques to hone in on prospects' needs. The course will also explore various sales structures and compensation options. Sales is actually the process of problem identification and value delivery to a potential buyer. Salespeople develop the skills to discover buyers' pain and solve their pain problems. Good salespeople solve problems for their customers. Understanding how to sell yourself, your ideas, and your products/services is crucial to your success. Everyone can benefit from a better understanding of the sales process and its role in the marketplace. In a sense, we are all salespersons.

Typically Offered: Fall and Spring

PRS 343 Sales Management (3 credits)
Pre-Req: MK 250 and at least 36 completed credits
This course examines the establishment and maintenance of an effective sales organization. It explores decision-making responsibility at the three primary levels in a sales organization: salesperson, field sales manager and sales executive. The course includes a topical analysis of sales-force policies, forecasting, budgeting, expense control, selling strategies, time and territory management, sales automation and corporate sales planning.

Typically Offered: Fall and Spring

PRS 373 Sales Strategy and Technology (3 credits)
Pre-Req: MK 250 and at least 36 completed credits
This course focuses on the intersection of sales, operations and technology in driving the growth of organizations of all sizes. The use of technology to speed collaboration between sales, marketing and operations functions is examined. Students will develop insight and knowledge about the strategic role of systems and technology for sales force automation, customer relationship management and customer acquisition. Student will learn strategic sales methods and revenue generation for a variety of business models, along with the variety of software and technology that supports sales strategy, including Customer Relationship Management, Sales Force Automation, Gamification, Compensation Planning and Tracking, Inbound Lead Management, and more.

Typically Offered: Once a year

PRS 399 Experimental course in PRS (3 credits)
Pre-req: PRS 339 or PRS 373
Experimental course in Professional Sales.

Typically Offered: Every two or more years

PRS 401 Directed Study in Professional Sales (1 to 3 credits)
Typically Offered: Every two or more years

PRS 421 Professional Sales Internship (3 credits)
Pre-Req: Minimum 3.0 cumulative GPA, at least 51 completed credits, and (Pre- or Co-Req: PRS 339 or PRS 373)
The internship offers a field-based learning experience for selected full-time students in professional sales. It requires students to select a seminar project related to their internship experience in consultation with the internship advisor. The internship requires students to attend regular seminar meetings, submit progress reports, and prepare a substantial report on academic concepts related to the work experience.

Typically Offered: As needed