

Marketing 2

ECTS : 3

Description du contenu de l'enseignement :

1. Fundamentals of sales effectiveness
2. Data-based sales and sales trends
3. The art of (international) sales negotiations

Compétence à acquérir :

Upon completion of the modules, students will:

- have good working knowledge and understanding of core Sales principles, concepts, terminology and metrics
- be familiar with current sales trends, digital sales transformation and negotiating principles
- understand what constitutes an effective sales planning strategy, and how it affects success and sustainability of a company
- comprehend significance of the sales profession

Mode de contrôle des connaissances :

QCM et projet.

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