

2024-25 ACADEMIC COURSES

BMG 160 : PRINCIPLES OF SALES

In this course, students will introduced to the principles of sales. Topics, such as the effective prospecting skills, preparing customer presentations, handling customer objections and closing a sale will be discussed. Students will recognize the responsibilities and ethics of a sales person. Students will develop skills for and an understanding of the basics of business-to-business contracts. Level I Prerequisite: Academic Reading and Writing Levels of 6

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Description	Hours
Credits	3
Lecture Hours	45
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	45

Accurate as of 03/26/2025 Information is subject to change without notice.