

# BUS 177: Salesmanship

This course provides an introduction to the principles and practices of ethical salesmanship. Topics include industrial and retail selling methods of market analysis, professional salesmanship and sales methods, consumer types, attitudes, and behavior.

**Credits:** 3

**Transfer Code:** Transfer Code

Code C

**Lab Hours:** 0

**Lecture Hours:** 3

**Prerequisites:**

None

**Co-Requisites:**

None