

# Minnesota State University Moorhead

## MKTG 330: Personal Selling

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: MKTG 310

Corequisites: None

MnTC Goals: None

Utilizing the behavioral sciences to analyze the interpersonal influence process whereby potential buyers and sellers interact for the purpose of completing exchanges of goods and services. Prerequisite can be waived with consent of the instructor. Same as MC 366.

**B. COURSE EFFECTIVE DATES:** 06/01/1995 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

None

### D. LEARNING OUTCOMES (General)

None

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted