BUSINESS MARKETING AND SALES TRAINING (LOR)

PROGRAM OVERVIEW

Robin Imgrund, *Division Chair*
rimgrund@allegany.edu
Humanities 17
301-784-5185

The Marketing and Sales Training Letter of Recognition provides students the opportunity to enhance their marketing skills and to expand their career opportunities in the areas of retail sales and personal selling. Students will learn about the importance of being customer-centered, and topics will include marketing research, product development, and pricing. Emphasis is placed on personal selling techniques and advertising skills. All credits earned in this Letter of Recognition apply toward a one-year certificate in Business Marketing and Sales and a two-year Associate of Applied Science degree in Business Management.

PROGRAM PATH

BUSINESS MANAGEMENT

MARKETING AND SALES TRAINING

LETTER OF RECOGNITION

PREPARATION FOR EMPLOYMENT

	Credit Hours
Business Administration 101 (Introduction to Business)	3
Business Administration 104 (Sales and Customer Service)	3
Business Administration 216 (Principles of Marketing)	3
Total Credit Hours:	**9**

NOTE: All courses specifically identified by course number are graduation requirements for this program.