

University of Pretoria Yearbook 2022

Strategic sales 309 (GAD 309)

Qualification	Undergraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
NQF Level	07
Programmes	AdvDip (General management)
Prerequisites	No prerequisites.
Contact time	14 contact hours
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 and Semester 2

Module content

The aim of this module is to improve the student's knowledge, competencies and skills regarding the sales process. Students will be able to apply the concepts covered in the module to integrate sales processes into the organisation's strategy. At the end of this module, students will be able realise the potential value that is created through this process.

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