# 2019-2020 TTC Catalog

## **MKT 120 Sales Principles**

Lec: 3.0 Lab: 0 Credit: 3.0

This course is a study of the personal selling process with special emphasis on determining customer needs and developing effective communications and presentation skills.

#### **Course Offered**

Fall Spring

### **Grade Type**

Letter Grade

#### **Division**

**Business Technology**