

# 2023-2024 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