Overview

Concepts in Marketing, Sales, and Customer Contact introduces students to the discipline of marketing and its role within the strategic and operational environments of a business. This course covers fundamental knowledge in the area of marketing planning, including the marketing mix, while also describing basic concepts of brand management, digital marketing, customer relationship management, and personal selling and negotiating. All of this helps students identify the role of marketing within an organization. This course provides students with a business generalist overview of the field of marketing and an exploration of the marketing major.

Competencies

- **Marketing Planning**
  The graduate describes basic elements used in marketing planning.

- **Strategic Marketing**
  The graduate describes how strategic marketing influences the overall success of a business.

- **Personal Selling and Negotiating**
  The graduate identifies personal selling and negotiating strategies within the sales management process.

Learning

**Getting Started**

Welcome to Concepts in Marketing, Sales, and Customer Contact. In this course you will learn about the discipline of marketing and its role within the strategic and operational environments of business. You will access the course materials through the Smart Author platform which is composed of readings, videos, and interactive learning checks and quizzes. We encourage you to view the topics and pacing guide in the webtext to help you plan and track your progress for this course. Course instructors are also available and eager to discuss concepts of the course and answer any questions you may have. Competency will be demonstrated by the successful completion of an objective assessment.

**Cohort Sign-up**

Cohorts provide additional structure and support for challenging aspects of this course. In a cohort you receive specific homework assignments and meet online with mentors and students regularly to discuss the challenging
Failed to retrieve assessments

COURSE INSTRUCTOR

Student Services
- Phone: (877) 435-7948
- Email: studentservices@wgu.edu

IT Service Desk
- Phone: (877) 435-7948
- Email: servicedesk@wgu.edu

Course Instructor Responsibility

How to Work with Course Instructors