

Sales Management

Level 1 (For All Career Program Students)

Course	Title	Credit hours
ENG 101	English (1)	3
ARAB 101	Arabic	2
COMM 101	Communication Skills	2
IC 101	Islamic Culture	2
ADM 101	Professional Ethics	2
CS 101	Principles of Computer	2
CS 102	Introduction to Information Technology	2
HIST 101	KSA History and Legal Systems	2
Total		17

Level 2 – Career Program

Course	Title	Credit hours
ENG 102	English 2	3
BUS 101	Principles of Business Administration	3
ECON 101	Principles of Microeconomics	3
ACCT 101	Principles of Accounting	3
STAT 101	Principles of Statistics	3
Total		15

Level 3 – Career Program

Course	Title	Credit hours
MAR 201	Principles of Marketing	3
SAL 201	Introduction to Sales Management	3
SAL 202	Phases of Sales Operations	2
SAL 203	Supervision Skills	3
SAL 204	Sales Planning and Organization	3
SAL 205	Consumer Behavior	3
Total		17

Level 4 – Career Program

Course	Title	Credit hours
SAL 206	Personal Sale	3
SAL 207	Preparation of Sales Reports	3
SAL 208	Motivating and Assessing Sales Reps.	3
SAL 209	Developing Sales Skills	3
SAL 210	Computer Applications and Sales Management	3
Total		15

