MKTG 411
Strategic Selling Perspectives

The Silicon Valley

Applications Due Wed 3/18/20 @ 4pm

- San Francisco, CA. - Silicon Valley/Bay Area
- One week 3 Credit Hour Course (replaces MKTG 446 or MKTG 457)
- PRQ: MKTG 350
- Students participate in week long meetings to enhance their understanding of sales strategy development and implementation.
- Company visits: Adobe (technology) Salesforce (Internet/CRM), SF Giants, Gong (SaaS), PWC (AI), Vengreso (training), Saleshood, and more...
- Cultural visits: Lombard St., GG Bridge, Kendall-Jackson Winery, Alcatraz
- Open to Students in all Majors
- Cost: $600 + Flight and Course Tuition

Applications online: NIU Professional Sales

Any other questions contact Dr. Peterson

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Northern Illinois University
College of Business
Where the Classroom Meets the Business World