MKTG 411
Strategic Selling Perspectives
The Silicon Valley

Applications Due Wed 3/20/19 @ Noon

- 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) Andreessen Horowitz (Venture Capital), PWC (AI), McKesson (pharmaceutical), Saleshood, and more...
- Cultural visits: SF Giants, Lombard St., 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