

Marketing & Sales Management

[@wikipedia](#)

A part of the [Business Administration](#) related to [revenue](#) generation from selling the [products](#).

It splits into two components: [Sales](#) and [Marketing](#) which are closely intertwined and often considered as the same.

There are different views on how to split responsibilities between [Sales](#) and [Marketing](#).

One of the popular concept is to consider [Marketing](#) as responsibility to develop the instruments for the [Sales](#) while the [Sales](#) itself is executional activity to generate [revenue](#).

See also

[Business](#) / [Business Administration](#)