SALES, MINOR IN

The sales minor requires 18 credits and empowers students from marketing or non-marketing majors to develop the skills necessary for success in personal selling, sales management or any career in which one may need to persuade or influence people, including industry, nonprofits and government organizations. Students gain insights into effectively communicating the value of a product, service or idea; building mutually beneficial professional relationships; creating win-win outcomes; and interacting confidently with others face-to-face. Many executives and organizational leaders started their careers in sales and advanced through effective use of sales skills.

Course	Title	Hours
MKTG 301	Marketing Principles [1]	3
MKTG 335	Professional Selling I: The Art of Persuasion	3
Choose two of the following:		6
MGMT 405	Negotiation, Influence and Conflict Management	
MKTG 315	Buyer Behavior	
MKTG 325	Business-to-business Marketing	
MKTG 336	Content Marketing	
MKTG 345	Personal Branding and Becoming a Digital Influencer	
MKTG 435	Professional Selling II: Advanced Sales Techniques	
MKTG 436	Sales Enablement and Analytics	
MKTG 485	Professional Sales Internship	
Choose remaining credits from the following (or courses approved by department chair):		6
FIRE 305	Principles of Real Estate	
FIRE 309	Risk Management and Insurance	
MGMT 389	Managerial Skills Development	
MGMT 405	Negotiation, Influence and Conflict Management	
MKTG 315	Buyer Behavior	
MKTG 320	International Marketing	
MKTG 325	Business-to-business Marketing	
MKTG 330	Integrated Marketing Communications	
MKTG 336	Content Marketing	
MKTG 340	Retail Management	
MKTG 345	Personal Branding and Becoming a Digital Influencer	
MKTG 435	Professional Selling II: Advanced Sales Techniques	
MKTG 436	Sales Enablement and Analytics	
MKTG 442	Services Marketing	
MKTG 450	Product Development and Management	
MKTG 485	Professional Sales Internship	
MKTG 491	Topics in Marketing	
MKTG 492	Independent Study in Marketing	
SCMA 386	Global Supply Chain Management	
SCMA 410	Logistics and Distribution Strategy	
Total Hours		**18**

[1]

Students should take MKTG 301 first, as it is a prerequisite for other marketing courses.