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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 301</td>
<td>Marketing Principles ¹</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 335</td>
<td>Introduction to Personal Selling</td>
<td>3</td>
</tr>
<tr>
<td>Choose two of the following:</td>
<td>6</td>
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<tr>
<td>MKTG 315</td>
<td>Buyer Behavior</td>
<td></td>
</tr>
<tr>
<td>MKTG 325</td>
<td>Business-to-business Marketing</td>
<td></td>
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<tr>
<td>MKTG 435</td>
<td>Selling in the Business Marketplace</td>
<td></td>
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<tr>
<td>MKTG 485</td>
<td>Internship in Selling</td>
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<tr>
<td>MGMT 405</td>
<td>Negotiation, Influence and Conflict Management</td>
<td></td>
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<tr>
<td>Choose remaining credits from the following (or courses approved by department chair):</td>
<td>6</td>
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<tr>
<td>FIRE 305</td>
<td>Principles of Real Estate</td>
<td></td>
</tr>
<tr>
<td>FIRE 309</td>
<td>Risk Management and Insurance</td>
<td></td>
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<tr>
<td>MGMT 389</td>
<td>Managerial Skills Development</td>
<td></td>
</tr>
<tr>
<td>MGMT 405</td>
<td>Negotiation, Influence and Conflict Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 315</td>
<td>Buyer Behavior</td>
<td></td>
</tr>
<tr>
<td>MKTG 320</td>
<td>International Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 325</td>
<td>Business-to-business Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 330</td>
<td>Integrated Marketing Communications</td>
<td></td>
</tr>
<tr>
<td>MKTG 340</td>
<td>Retail Management</td>
<td></td>
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<tr>
<td>MKTG 435</td>
<td>Selling in the Business Marketplace</td>
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<tr>
<td>MKTG 442</td>
<td>Services Marketing</td>
<td></td>
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<tr>
<td>MKTG 450</td>
<td>Product Development and Management</td>
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<tr>
<td>MKTG 485</td>
<td>Internship in Selling</td>
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</tr>
<tr>
<td>SCMA 386</td>
<td>Global Supply Chain Management</td>
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</tr>
<tr>
<td>SCMA 410</td>
<td>Logistics and Distribution Strategy</td>
<td></td>
</tr>
</tbody>
</table>

**Total Hours** 18

¹ Students should take MKTG 301 first, as it is a prerequisite for other marketing courses.