SALES, MINOR (452)

Program Coordinator
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The sales minor provides an attractive option for students interested in professional selling. Combining a sales minor with a variety of fields such as finance, accounting, management, advertising, communication, health care and hospitality services, public relations, fashion retailing and numerous others would provide very strong career options.

Program Requirements (18 hours)

Code	Title	Hours
Core Courses		
MKT 220	Basic Marketing Concepts	3
MKT 325	Personal Selling	3
MKT 425	Advanced Personal Selling Strategies	3
Additional Courses		
Select 9 credits from the following:		9
COMM 345	Advanced Presentational Speaking	
PSY/PSYS 350	Social Psychology	
PSY 371	The Psychology of Sales Behavior	
FIN 350	Risk Management and Insurance	
MGT 261	Business Communication Fundamentals	
COMM 145	Fundamentals of Public Speaking and Communication	
MKT 323	Services Marketing	
MKT 329	Business-To-Business Marketing	
MKT 331	Social Media Marketing	
MKT 424	Sales Force Management	
COMM 365	Intercultural Communication	
Or any marketing elective approved by the Marketing Department Chair		
Total Hours		**18**

Sales minors must earn a “C” or higher in all marketing classes (MKT prefix) used as part of the minor. At least 6 hours in the Sales minor must be unduplicated from courses counted in the major and/or other minors. More detailed information is available from the Department of Marketing.