

SALES MINOR FOR NON-BUSINESS MAJORS

The Sales minor for non-business majors provides students outside the College of Business Administration with the opportunity to develop knowledge and skills in relational and consultative selling that will enable them to effectively carry out sales functions across a variety of contexts, career paths, and industries.

Students must complete MKT 3310 with a C+ or above in order to take additional marketing/sales courses and to complete the Sales minor. A grade of C (2.0) or better is required in each course to be applied to the minor, and an overall GPA within the minor of 2.5 is required to earn the minor.

Sales Minor for Non-Business Majors - 15 Credit Hours

Code	Title	Credits
Required Courses		9
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	
MKT 3310	PRINCIPLES OF MARKETING ¹	
MKT 3100	PROFESSIONAL SELLING ¹	
Elective Courses		6
MKT 4760	SELLING IN AN ENTREPRENEURIAL CONTEXT	
MKT 4510	MARKETING INTERNSHIP	
MKT 4220	GLOBAL STRATEGIC ACCOUNT MANAGEMENT	
MKT 4210	SELLING FINANCIAL SERVICES	
MKT 3610	BUSINESS TO BUSINESS MARKETING	
MKT 3600	BUSINESS ETHICS	
MKT 3350	MARKETING SERVICE PRODUCTS	
MKT 3340	CHANNELS OF DISTRIBUTION	
MKT 3320	CONSUMER BEHAVIOR	
MKT 4000	SPECIAL TOPICS IN MARKETING	
Total Credits		15

¹ C+ or better is required