



Department of Marketing Management  
Professional Sales Minor  
For student date of entry under UG catalog 2022-2023

Application to the minor in Professional Sales is open to all university students with at least a 2.50 GPA.

**I. REQUIRED COURSES (15 credit hours)**

Credits

MKTG 3104: Marketing Management	3
MKTG 4204: Consumer Behavior (Pre: MKTG 3104)	3
MKTG 4454: Sales Force Management (Pre: MKTG 3104, 4204, 4554)	3
MKTG 4554: Principles of Professional Selling (Pre: MKTG 3104)	3
MKTG 4774: Advanced Professional Selling (Pre: MKTG 3104, 4204, 4554)	3

**II. ELECTIVE COURSES (choose two – 6 credit hours - see below)**

**ELECTIVE COURSE OPTIONS:**

- MKTG 3134: Personal Well Being and Professional Success
- MKTG 3164: Intro to Digital Marketing Strategy (Co: MKTG 3104)
- MKTG 4164: Social Media & Content MKTG (Pre: MKTG 3164)
- MKTG 4254: Product and Price Management (Pre: MKTG 3104, 4154, 4204)
- MKTG 4264: Analytics for Marketing (Pre: MKTG 3104, 4154, 4204)
- MKTG 4354: Channels and Logistics (Pre: MKTG 3104, 4204; BIT 2405, 2406)
- MKTG 4404: Field Practicum in Marketing (Pre: MKTG 3104; by arrangement only)
- MKTG 4604: Retail Management (Pre: MKTG 3104)
- MKTG 4974: Independent Study(by arrangement only; must be sales-focused)
- CHE/MKTG 4144: Business and Marketing Strategies for the Process Industries (Pre: ECON 2005)
- CMST 3064: Persuasion (Pre: COMM 1014)
- CMST 3124: Interpersonal Communication

Revised January 2022

**GENERAL INFORMATION:**

**Minimum GPA Requirements:** Students must complete the minor with at least a 2.0 in the 21 credit hours required for the minor.

**Prerequisite Requirements:** Some of the courses listed on this checksheet have prerequisites, please consult the University Course Catalog or check with academic advisor regarding prerequisites.

**Major and Minor Courses:** No more than 50% of the graded course credits required for the Minor in Professional Sales may be double-counted by a student also enrolled in non-marketing business degree.