

Professional Selling, Minor

Business minors are not available to students in the College of Business Administration.

The Professional Selling minor delivers a pragmatic and applied learning experience that drives value for students, the university and corporate partners. The minor provides real-world experiences in what many executives call the single most important function in any business – sales. The minor helps students differentiate themselves in the job market by enhancing their analytical and tactical skill sets, focusing on consultative selling, relationship building and developing trusted long-term partnerships with clients.

For more information, contact Dr. Jessica Ogilvie, Director, Center for Professional Selling.

Minor in Professional Selling

Required Courses

Code	Title	Hours
ECON 1001 or ECON 1103	Introduction to Economics Principles of Microeconomics	3
MARK 3001	Introduction to Marketing	3
MARK 4060	Marketing Research	3
MARK 4094	Professional Selling	3
Statistics ¹		3-4
Complete two of the following courses:		6
MARK 4030	Customer Relationship Management	
MARK 4191	Advanced Selling	
MARK 4192	Sales Management	

Total Credit Hours: 21-22

¹ BUAD 1560 Introduction to Statistics and Business Analytics, COMM 1700 Communication Statistics and Analysis, MATH 1700 Modern Elementary Statistics, MATH 4710 Mathematical Statistics, MATH 4720 Statistical Methods, SOCI 2060 Social Statistics or SOCI 2060H Honors Social Statistics may be used to satisfy the statistics requirement.

Note:

- A C grade or better must be earned in each course.
- Only one transfer course is allowed toward this minor. The assistant dean in the College of Business Administration must approve any transfer of credits.

University Policies

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