

SALES MINOR

Sales Minor Requirements

Code	Title	Credits
15 Hours Required		
All of the Following		12
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	
MKT 3310	PRINCIPLES OF MARKETING ¹	
MKT 3100	PROFESSIONAL SELLING ¹	
MKT 4200	CONSULTATIVE SELLING PRINCIPLES	
Select 1 of the Following		3
MKT 3320	CONSUMER BEHAVIOR	
MKT 3340	OMNI CHANNEL MARKETING	
MKT 3350	MARKETING SERVICE PRODUCTS	
MKT 3400	MARKETING INNOVATION	
MKT 3610	BUSINESS TO BUSINESS MARKETING	
MKT 4000	SPECIAL TOPICS IN MARKETING (Sales)	
MKT 4210	SELLING FINANCIAL SERVICES	
MKT 4220	GLOBAL STRATEGIC ACCOUNT MANAGEMENT	
MKT 4260	TECHNICAL BUSINESS DEVELOPMENT	
MKT 4320	SALES MANAGEMENT	
MKT 4510	MARKETING INTERNSHIP	
MKT 4760	SELLING IN AN ENTREPRENEURIAL CONTEXT	
SCMT 4450	MANAGERIAL NEGOTIATION STRATEGIES	

¹ C+ or better is required