

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 for Non-Business Majors Minor Requirements

Code	Title	Credits
15 Hours Required		
All of the Following		9
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	
MKT 3310	PRINCIPLES OF MARKETING ¹	
MKT 3100	PROFESSIONAL SELLING ¹	
Select 2 of the Following		6
MKT 3320	CONSUMER BEHAVIOR	
MKT 3340	OMNI CHANNEL MARKETING	
MKT 3350	MARKETING SERVICE PRODUCTS	
MKT 3400	MARKETING INNOVATION	
MKT 3600	BUSINESS ETHICS	
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 4510	MARKETING INTERNSHIP	
MKT 4760	SELLING IN AN ENTREPRENEURIAL CONTEXT	
SCMT 4450	MANAGERIAL NEGOTIATION STRATEGIES	

¹ C+ or better is required