

PROFESSIONAL SALES (MINOR)

This minor provides foundational skills for careers related to professional sales. Sales is a fundamental skill for individuals, products and businesses. It can also prepare students to be a member of a management team in small, medium or large enterprises or for self-employment. NOTE: This minor may not be declared with the following major: BS Business Management: Professional Sales.

Students will have the opportunity to:

1. Develop self-confidence in sales, communication and presentation skills.
2. Distinguish different categories of sales.
3. Demonstrate skills utilizing sales technology tools.

Minor Requirements

Code	Title	Credits
MKTG 523	Introduction to Professional Sales	4
MKTG 525	Presentation Excellence in Sales	4
MKTG 617	Consumer Behavior	4
MKTG 618	Sales Management	4
MKTG 615	Digital Storytelling and Brand Management	4
Total Credits		20