

PROFESSIONAL SELLING AND SALES MANAGEMENT MINOR

This minor will prepare students to initiate customer relationships, approach customers, deliver sales presentations, as well as be prepared to utilize sales methodologies appropriate for direct interaction with customers, team selling, and various activities that support the sale of goods and services.

Minor Requirements

Code	Title	Credits
Required Courses		
MAR 201	Principles of Marketing	3
MAR 223	Consumer Behavior	3
MAR 332	Selling and Sales Management	3
MAR 343	Direct Marketing	3
Marketing Elective		
Select one of the following:		3
MAR 331	Managerial Marketing	
MAR 342	Public Relations	
MAR 344	Customer Relationship Management	
MAR 394	Marketing Internship	
Total Credits		15