

# PROFESSIONAL SELLING AND SALES MANAGEMENT MINOR

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## Minor Requirements

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