# PROFESSIONAL SELLING AND SALES MANAGEMENT MINOR

## Minor Requirements

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