

PROFESSIONAL SELLING AND SALES MANAGEMENT MINOR

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