

SALES MINOR

Most professional business careers require strong sales skills—whether you're selling products and services to customers or ideas and expertise to clients. In many organizations the performance of the sales force is often the most critical to the overall success of the firm. The Sales Minor within the Department of Marketing in the Williamson College of Business Administration enables students to develop knowledge and skills in sales and sales management that will be useful and complement their major. The Sales minor can be met through successful completion of the following requirements:

COURSE	TITLE	S.H.
BUS 1500	Exploring Business	3
MKTG 3703	Marketing Concepts and Practice	3
MKTG 3740	Professional Selling	3
MKTG 3745	Sales and Account Management	3
MKTG 3747	Negotiations Concepts and Strategies	3
MKTG 3742	Organizational Purchasing	3
Total Semester Hours		18

Students interested in declaring a minor in Sales need to complete an Intra University Transfer Request form with their academic advisor. Students must meet course prerequisites, including a minimum 2.5 overall GPA to enroll in upper level business courses. WCBA courses must be completed with the grade of a "C" or higher and cannot be taken Credit/No Credit.