BUSINESS RELATIONSHIPS AND PROFESSIONAL SELLING MINOR

Overview

A minor in Business Relationships and Professional Selling helps students develop professional influencing skills. These include selfawareness, impression management, relationship technology, team management and interaction, planning business meetings, and closing sales. These skills are complementary to all majors including Business Administration, Sciences, Social Justice, Sociology, Psychology and the Arts.

Admission Criteria:

Overall GPA - 2.5

Program Requirements

For Business Majors		
Code	Title	Credits
Required Courses	S	
MKTG 250	Professional Selling	3
MKTG 300	Integrated Core: Marketing	3
MKTG 341	Consumer Behavior	3
MKTG 342	Sales Management	3
Elective		
MKTG 322 or MKTG 401 or MKTG 441	Customer Relationship Management Practicum Professional Selling Co-Op Education /Sales Co-	
	Digital Selling	
Capstone MKTG 443	Color Londorphin and Magatistian	2
	Sales Leadership and Negotiation	3
Total Credits		18
For Non-Business	Majors	
For Non-Business Code	-	Credits
	Title	Credits
Code	Title	Credits 3
Code Required Courses	Title s	
Code Required Courses MKTG 240	Title s Introduction to Marketing	3
Code Required Courses MKTG 240 MKTG 250	Title s Introduction to Marketing Professional Selling	3
Code Required Courses MKTG 240 MKTG 250 MKTG 310	Title s Introduction to Marketing Professional Selling Services Marketing	3 3 3
Code Required Courses MKTG 240 MKTG 250 MKTG 310 MKTG 342	Title s Introduction to Marketing Professional Selling Services Marketing	3 3 3 3
Code Required Courses MKTG 240 MKTG 250 MKTG 310 MKTG 342 Elective	Title s Introduction to Marketing Professional Selling Services Marketing Sales Management	3 3 3 3 3 3
Code Required Courses MKTG 240 MKTG 250 MKTG 310 MKTG 342 Elective MKTG 322	Title Introduction to Marketing Professional Selling Services Marketing Sales Management Customer Relationship Management Practicum	3 3 3 3 3 3
Code Required Courses MKTG 240 MKTG 250 MKTG 310 MKTG 342 Elective MKTG 322 or MKTG 401	Title Introduction to Marketing Professional Selling Services Marketing Sales Management Customer Relationship Management Practicum Professional Selling Co-Op Education /Sales Co	3 3 3 3 3 3
Code Required Courses MKTG 240 MKTG 250 MKTG 310 MKTG 342 Elective MKTG 322 or MKTG 401 or MKTG 441	Title Introduction to Marketing Professional Selling Services Marketing Sales Management Customer Relationship Management Practicum Professional Selling Co-Op Education /Sales Co	3 3 3 3 3 3