

# BUSINESS RELATIONSHIPS AND PROFESSIONAL SELLING MINOR

## Overview

A minor in Business Relationships and Professional Selling helps students develop professional influencing skills. These include self-awareness, 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
<b>Required Courses</b>		
MKTG 250	Professional Selling	3
MKTG 300	Integrated Core: Marketing	3
MKTG 341	Consumer Behavior	3
MKTG 342	Sales Management	3
<b>Elective</b>		
MKTG 322	Customer Relationship Management Practicum	3
or MKTG 401	Professional Selling Co-Op Education /Sales Co-Op	
or MKTG 441	Digital Selling	
<b>Capstone</b>		
MKTG 443	Sales Leadership and Negotiation	3
<b>Total Credits</b>		<b>18</b>

### For Non-Business Majors

Code	Title	Credits
<b>Required Courses</b>		
MKTG 240	Introduction to Marketing	3
MKTG 250	Professional Selling	3
MKTG 310	Services Marketing	3
MKTG 342	Sales Management	3
<b>Elective</b>		
MKTG 322	Customer Relationship Management Practicum	3
or MKTG 401	Professional Selling Co-Op Education /Sales Co-Op	
or MKTG 441	Digital Selling	
<b>Capstone</b>		
MKTG 443	Sales Leadership and Negotiation	3
<b>Total Credits</b>		<b>18</b>