

# Professional Selling B.A.

Catalog 2021-2022

Department of Marketing

303-615-1212

Administration Building, 560A

*Prerequisites for courses on this sheet are **strictly enforced** and must be completed or in progress prior to registering for a course. Please check the university online catalog at <https://msudenver.edu/catalog/>, as course descriptions, requirements and prerequisites may change.*

Freshmen, sophomores, and new transfer students should work with the Marketing advisor on course selection to ensure timely graduation. Juniors, seniors, and marketing minors should meet with a faculty advisor. Students should review their Degree Progress Report each semester in the Student Hub.

General Studies & Department Requirements	33
Major courses	63
General Electives	24
<b>Total to graduate (minimum 40 hours upper division)</b>	<b>120</b>

## GENERAL STUDIES & DEPARTMENT REQUIREMENTS (33 CREDITS)

See [General Studies](#) requirements for a list of approved courses.

—	ENG 1010 – 3	Composing Arguments
—	ENG 1020 – 3	Research and Argument Writing

### Marketing Department Requirements:

—	COMM 1010 – 3	Presentational Speaking <i>or</i>
—	COMM 1710 – 3	Interpersonal Communication
—	MTH 1210 – 3	Introduction to Statistics <i>or</i>
—	MTH 1310 – 3	Finite Math for Management & Social Sciences

*MTH1110 or MTH 1400 is acceptable for transfer students or major changes. Consult with the Mathematical and Computer Sciences Department on substitutions.*

—	ECO 2010 – 3	Principles of Macroeconomics (ENG, MTH)
—	ECO 2020 – 3	Principles of Microeconomics (ENG, MTH)

Global Diversity (must be satisfied by course designated as Global Diversity)

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## MAJOR COURSES (63 CREDITS)

A grade of C- or better is required for each course; however, a 2.0 cumulative GPA is required to satisfy your major and graduation requirements.

—	BUS 1850 – 3	Introduction to Business (no prerequisite, see advisor if transferring 6+ business hours)
—	BUS 1950 – 3	Business Communication (COMM 1010, ENG 1010; ENG 1020 co-req.)
—	BUS 3040 – 3	Global Corporate Responsibility & Sustainability (60 Credit Hours)
—	ACC 1010 – 3	Fundamentals of Accounting (ENG 1010 and General Studies QL requirement) <i>or</i>
—	ACC 2010 – 3	Principles of Accounting I (ENG 1020 and General Studies QL requirement)
—	CIS 2010 – 3	Foundations of Information Systems (CIS 1010, ENG 1020, Gen Studies OC requirement)
—	MGT 2210 – 3	Legal Environment of Business I (ENG 1020, Gen Studies OC requirement)
—	MGT 3000 – 3	Organizational Mgmt (ENG 1020, Gen Studies OC & QL requirement, 60 credit hours)
—	FIN 3150 – 3	Personal Financial Planning (60 credit hours)
—	MKT 2250 – 3	Introduction to Sales (see advisor if completed MKT 3250 first)
—	MKT 3000 – 3	Principles of Marketing (ENG 1020, Gen Studies OC & QL requirement, 60 credit hours)
—	MKT 3160 – 3	Sales Leadership (MKT 3000, 60 credit hours)
—	MKT 3250 – 3	Personal Selling (60 credit hours)
—	MKT 3320 – 3	Inside Sales (60 credit hours)
—	MKT 3330 – 3	Marketing & Sales Metrics (MKT 3000, 60 credit hours)
—	MKT 3350 – 3	Social Selling (MKT 3250)
—	MKT 3750 – 3	Multicultural Marketing (60 credit hours)
—	MKT 4250 – 3	Advanced Selling (MKT 3250, senior standing)

### Major Electives:

Select 12 credit hours in consultation with faculty advisor. All 12 credit hours can be upper-division MKT prefix courses and/or courses from the approved list:

## GENERAL ELECTIVES (24 CREDITS)

Students can apply elective credits to a minor or certificate to specialize in a specific area of sales. A minor is not required. Select a minor/certificate in consultation with an advisor.

—	MKT 3000-4999 – 3	Upper Division Marketing Course
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—	MKT 3981 – 3	Internship in Sales (MKT 3000, 60 credit hours, 2.5 cumulative GPA, instructor permission)
—	MGT 3530 – 3	Human Resources Management (MGT 3000)
—	MGT 4050 – 3	Purchasing and Supply Chain Management (MGT 3000)
—	MGT 4620 – 3	Performance Management and Reward Systems (MGT 3530)
—	MGT 4640 – 3	Employee Training and Development (MGT 3530)
—	COMM 3100 – 3	Business and Professional Speaking (COMM 1010)
—	MKT 1260 – 3	Customer Service (does not count towards upper division credit requirement)

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