



The minor (for non-marketing / sales majors) and certificate (for marketing majors) will enable students to add a sales component to their degree.

Four required courses and two elective courses comprise the minor for a total of 18 credit hours.

An internship is recommended for students with limited sales experience.

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## Required Courses                      Credits                      Offered

(Prerequisites are identified in parentheses.)

MKT 3000	Principles of Marketing <i>(ENG 1020 or ENG 1021, completion of General Studies requirements in Oral Communication and Quantitative Literacy, and at least junior standing.)</i>	3 credits	fall/spring/summer
MKT 3160	Sales Leadership <i>(Junior standing and prerequisite or corequisite MKT 3000)</i>	3 credits	fall/spring
MKT 3250	Personal Selling <i>(Junior standing)</i>	3 credits	fall/spring
MKT 4250	Advanced Selling (capstone) <i>(MKT 3250 and Senior standing)</i>	3 credits	spring

## Elective Courses                      Credits                      Offered

The minor requires two elective courses that can be any of the following:

MKT 3300	Marketing of Services <i>(MKT 3000 and Junior standing)</i>	3 credits	fall
MKT 3320	Inside Sales <i>(Junior standing)</i>	3 credits	fall
MKT 3330	Marketing and Sales Metrics <i>(MKT 3000 and Junior standing)</i>	3 credits	spring
MKT 3350	Social Selling <i>(Junior standing)</i>	3 credits	spring
MKT 3610	Business to Business Marketing <i>(MKT 3000 and Junior standing)</i>	3 credits	spring
MKT 3750	Multicultural Marketing <i>(Junior standing. Meets the University's multicultural requirement and may be added using a petition for degree exception for students using a 2019 or older catalog).</i>	3 credits	fall/spring/summer
MKT 3981	Internship in Sales <i>(major or minor in Marketing, Global Business or International Business, Junior standing, MKT 3000, 2.5 GPA, permission of instructor)</i>	1-6 credits	fall/spring/summer