

**PROFESSIONAL SELLING & BUSINESS DEVELOPMENT MINOR  
2018-2019 CATALOG YEAR**

*Gain the personal and technical skills to succeed in a sales career. Understand personal selling; sales management; business-to-business marketing; and sales technology, analytics, and operations.*

**Students must apply for the Professional Selling & Business Development minor: [Eccles.Link/Minors](http://Eccles.Link/Minors).**

**CORE: 6 CREDITS**

\_\_\_ **MKTG 3000, 3010, or 3011** – Principles of Marketing

PREREQUISITES: see the [general catalog](#)

*Topics include: the dynamic relationship of marketing and society; the world-wide impact of American commercial culture, global brands, and globalization; the evolving marketplace of the Internet and its consequences for society and the future; laws and regulations concerning competition, privacy and intellectual property; product development and design; customer perception of prices; and branding.*

\_\_\_ **MKTG 4720** – Personal Selling

PREREQUISITES: C- or better in MKTG 3000, 3010, or 3011 and full minor status in Sales

*Topics include: the basic objectives, concepts, and tools required to be an effective salesperson.*

**ELECTIVES: 12 CREDITS**

\_\_\_ **6 credits, choosing from the following:**

**MKTG 4730** – Advanced Professional Selling & Business Development

PREREQUISITES: C- or better in MKTG 3000, 3010, or 3011; B- or better in MKTG 4720; and full minor status in Sales

**MKTG 4740** – Strategic Sales Management in an e-Commerce World

PREREQUISITES: C- or better in MKTG 3000, 3010, or 3011 and full minor status in Sales

**MKTG 4750** – Marketing to Organizations

PREREQUISITES: C- or better in MKTG 3000, 3010, or 3011 and full minor status in Sales

**MKTG 4760** – Sales Technology, Analytics, & Operations

PREREQUISITES: C- or better in MKTG 3000, 3010, or 3011 and full minor status in Sales

**MKTG 4880** – Marketing Internship

PREREQUISITES: 3.3+ GPA and full minor status in Sales

*Students are enrolled by application only.*

\_\_\_ **6 credits, choosing from upper-division MKTG courses\***

\*excluding MKTG 3000, 3010, 3011, 4720, and 5000