

JOHN A. WALKER  
COLLEGE OF BUSINESS  
**MARKETING: SALES MINOR (354)**  
Fall 2017 – Summer 2018

Students **not majoring in the College of Business** may earn a minor in Marketing: Sales by completion of the following 15 hours of coursework:

<b>I.</b>	<b>Required courses (9 sh):</b>	<b>9 sh</b>
	ECO 2030 Principles of Microeconomics	
	MKT 3050 Principles of Marketing (min. grade "C" required) (prereq: ECO 2030)	
	MKT 3215 Professional Selling (prereq: MKT 3050 with minimum grade of "C")	
<b>II.</b>	<b>Sales Elective Set 1 (3 sh) – select one from the following:</b>	<b>3 sh</b>
	MKT 3270 Consumer Behavior (prereq: MKT 3050 with a minimum grade of "C")	
	MKT 3280 Business-to-Business Buyer Behavior (prereq: MKT 3050 with a minimum grade of "C")	
<b>III.</b>	<b>Sales Elective Set 2 (3 sh) – select one from the following:</b>	<b>3 sh</b>
	MKT 3220 Sales Management (prereq: MKT 3050 with a minimum grade of "C")	
	MKT 3260 Managing Distribution Channels (prereq: MKT 3050 with a minimum grade of "C")	
	MKT 3900* Marketing Internship - MKT 3900 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting the requirements for the minor.	
	or	
	MKT 3910* Sales Internship - MKT 3910 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting the requirements for the minor.	
	MKT 4560 Advanced Sales Techniques (prereq: MKT 3215)	

\*Students may only count 3 sh of either MKT 3900 or MKT 3910 towards the marketing electives requirement. The internship cannot be the last credits earned.

**Total 15 sh**

Students are advised to take all 2000 level courses prior to the 3000 level courses in the minor. Students may take a maximum of five business courses at the 3000-level or above, including graduate-level courses (unless more are specifically listed as required on the Program of Study for a non-business major, a required concentration, or a required minor). Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 54 earned hours for 3000 level business courses and 84 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

**A minimum overall GPA of 2.0 is required for the courses included in the minor.**

**No more than one business minor can be declared by a non-business major.**

For Additional Information Contact:  
Undergraduate Advising Office  
2126 Peacock Hall  
(828) 262-2700