Business majors not majoring in marketing with a sales concentration may earn a minor in Marketing: Professional Selling by completion of the following 15 hours of coursework (this minor is not open to non-business majors):

I. **Professional Selling Required Courses:** 6 s.h.
   - MKT 3215  Professional Selling (prereq: MKT 3050 with minimum grade of "C")
   - MKT 3220  Sales Management (prereq: MKT 3050 with a minimum grade of "C")

II. **Professional Selling Elective Set 1** – select one from the following: 3 s.h.
   - 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")

III. **Professional Selling Elective Set 2** – select one from the following: 3 s.h.
   - MKT 3260  Managing Distribution Channels (prereq: MKT 3050 with a minimum grade of "C")
   - MKT 3910*  Sales Internship - MKT 3910 is a 3 or 6 s.h. course, but only 3 of these hours may apply to meeting any requirements for the minor.
   - MKT 4560  Advanced Sales Techniques (prereq: MKT 3215)

IV. **Professional Selling Elective Set 3** – select one from the following: 3 s.h.
   - MKT 3240  Integrated Marketing Communications (prereq: MKT 3050 with a minimum grade of "C")
   - MKT 3260  Managing Distribution Channels (prereq: MKT 3050 with a minimum grade of "C") *(if not counted in Elective Set 2)*
   - MKT 3270  Consumer Behavior (prereq: MKT 3050 with a minimum grade of "C") *(if not counted in Elective Set 1)*
   - MKT 3280  Business-to-Business Buyer Behavior (prereq: MKT 3050 with a minimum grade of "C") *(if not counted in Elective Set 1)*
   - MKT 3285  Retail Management (prereq: MKT 3050 with minimum grade of "C") *(on demand)*
   - MKT 3290  Services Marketing (prereq: MKT 3050 with minimum grade of "C") *(on demand)*
   - MKT 3295  New Product Development and Branding (prereq: MKT 3050 with minimum grade of "C")
   - MKT 3530-49  Selected Topics *(on demand)*
   - MKT 3900*  Marketing Internship - MKT 3900 is a 3 or 6 s.h. course, but only 3 of these hours may apply to meeting any requirements for the minor.
   - MKT 3910*  Sales Internship - MKT 3910 is a 3 or 6 s.h. course, but only 3 of these hours may apply to meeting any requirements for the minor.
   - MKT 4530-49  Selected Topics *(on demand)*
   - MKT 4550  International Marketing (prereq: MKT 3050 with a minimum grade of "C")
   - MKT 4560  Advanced Sales Techniques (prereq: MKT 3215) *(if not counted in Elective Set 2)*
   - MKT 4620  Marketing Research (prereq: MKT 3050 with a minimum grade of "C" and ECO 2200)

*Students may only count 3 s.h. of either MKT 3900 or MKT 3910 towards any marketing electives requirement. The Internship cannot be the last credits earned.

**Total 15 s.h.**

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.

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