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

### I. Required courses (9 sh): 9 sh

- **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")

### II. Sales Elective Set 1 (3 sh) – select one from the following: 3 sh

- **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. Sales Elective Set 2 (3 sh) – select one from the following: 3 sh

- **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.
- **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

2/19/16