

JOHN A. WALKER  
COLLEGE OF BUSINESS  
**MARKETING: PROFESSIONAL SELLING MINOR (353)**  
Fall 2017 – Summer 2018

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):

- |             |   |               |
|-------------|---|---------------|
| <b>I.</b>   | <b>Professional Selling Required Courses:</b>   | <b>6 s.h.</b> |
|             | 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")  |               |
| <b>II.</b>  | <b>Professional Selling Elective Set 1</b> – select one from the following:   | <b>3 s.h.</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>Professional Selling Elective Set 2</b> – select one from the following:   | <b>3 s.h.</b> |
|             | 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)   |               |
| <b>IV.</b>  | <b>Profession Selling Elective Set 3</b> – select one from the following  | <b>3 s.h.</b> |
|             | 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") <i>(if not counted in Elective Set 2)</i>                  |               |
|             | MKT 3270 Consumer Behavior (prereq: MKT 3050 with a minimum grade of "C") <i>(if not counted in Elective Set 1)</i>                               |               |
|             | MKT 3280 Business-to-Business Buyer Behavior (prereq: MKT 3050 with a minimum grade of "C") – <i>(if not counted in Elective Set 1)</i>           |               |
|             | MKT 3285 Retail Management (prereq: MKT 3050 with minimum grade of "C") <i>(on demand)</i>  |               |
|             | MKT 3290 Services Marketing (prereq: MKT 3050 with minimum grade of "C") <i>(on demand)</i>   |               |
|             | MKT 3295 New Product Development and Branding (prereq: MKT 3050 with minimum grade of "C")  |               |
|             | MKT 3530-49 Selected Topics <i>(on demand)</i>  |               |
|             | 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. |               |
|             | or  |               |
|             | 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 <i>(on demand)</i>  |               |
|             | MKT 4550 International Marketing (prereq: MKT 3050 with a minimum grade of "C")   |               |
|             | MKT 4560 Advanced Sales Techniques (prereq: MKT 3215) <i>(if not counted in Elective Set 2)</i>   |               |
|             | 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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