PROFESSIONAL SALES MINOR

Innovation and Entrepreneurship

The Professional Sales minor teaches students to build relationships and solve problems for prospective customers. Sales is not about convincing someone or something; it is about understanding the complexities of business and offering solutions. Advanced sales classes offer content equal to the first year of corporate sales training.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU 2450</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BU 3280</td>
<td>Professional Selling Skills I</td>
<td>3</td>
</tr>
<tr>
<td>BU 3290</td>
<td>Professional Selling Skills II</td>
<td>3</td>
</tr>
<tr>
<td>BU 3420</td>
<td>Organizational Behavior (DICO)</td>
<td>3</td>
</tr>
<tr>
<td>BU 4250</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>BU 4330</td>
<td>Sales Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Complete one course from the following:</td>
<td>1-3</td>
</tr>
<tr>
<td>BU 3350</td>
<td>Event Marketing</td>
<td></td>
</tr>
<tr>
<td>BU 3370</td>
<td>Branding and Marketing Communication</td>
<td></td>
</tr>
<tr>
<td>BU 3485</td>
<td>Digital Marketing</td>
<td></td>
</tr>
<tr>
<td>BU 4440</td>
<td>Global Marketing</td>
<td></td>
</tr>
<tr>
<td>BU 4620</td>
<td>Business Internship $^1$</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits 19-21

$^1$ The maximum of three credits for the choice of Business Internship (BU 4620) may be accumulated in any combinations of one to three credits internships.