

# 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 understand the complexities of business and offering solutions. Advanced sales classes offer content equal to the first year of corporate sales training.

Course	Title	Credits
<b>Minor Requirements</b>		
BU 2450	Principles of Marketing	3
BU 3280	Professional Selling Skills I	3
BU 3290	Professional Selling Skills II	3
BU 3420	Organizational Behavior (DICO)	3
BU 4250	Marketing Management	3
BU 4330	Sales Management	3
Complete one course from the following:		1-3
BU 3350	Event Marketing	
BU 3370	Branding and Marketing Communication	
BU 3480	Social Media Strategy	
BU 4440	Global Marketing	
BU 4620	Business Internship <sup>1</sup>	
Total Credits		19-21

<sup>1</sup> 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.