

Minor in Professional Selling

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The minor in professional selling is designed to help students develop their sales skills and prepare for careers in the rapidly evolving sales industry. Cold-calling and transactional selling are largely being replaced by solution-selling and problem-solving. Today's salesperson is a consultant, well-versed in both hard, analytical skills and soft, relationship skills. This program will enable students to help consumers and businesses define their needs, understand and evaluate buying options, facilitate effective purchase decisions, and forge enduring relationships.

A minor in professional selling will expose students to the context, skill sets and experiences associated with a career in sales. Sales graduates are prepared for their roles through the highly specialized education and cutting-edge opportunities provided within the certificate. This ensures a high probability of success in sales.

This minor is only open to students in the B.S.B. degree program pursuing one of the business majors (e.g., accounting, finance, business analytics, etc.).

This minor is not open to non-business students.

Requirements for the Minor in Professional Selling

Code	Title	Hours
15 Credit Hours Required		
MKTG 425	Sales Force Management	3
MKTG 426	Professional Selling Skills	3
MKTG 427	Advanced Selling Skills	3
MKTG 428	Sales Analytics	3
MKTG 453	Retailing, Distribution Channel and Supply Chains	3
or MKTG 411	Introduction to Consumer Behavior	
or MKTG 465	Customer Relationship Management	
or ENTR 410	Building Entrepreneurial Competency	
or BLAW 525	Negotiations and Dispute Settlement	