

SALES AND BUSINESS DEVELOPMENT MINOR

Discover what it takes to be successful in the field of professional selling. Expand the ability to influence outcomes in business by developing the skills needed in business-to-business sales and direct contact with the customer. Strengthen career options by exploring a comprehensive view of sales and gain confidence in the ability to contribute to the bottom line.

Code	Title	Credits
Required		
MAR 301	Principles of Marketing	4
MAN 301	Organizational Behavior	4
SLS 300	The Business Aspects of Professional Selling	4
SLS 400	The People Aspects of Professional Selling	4
SLS 498	Sales Internship	3
or DMCX 400	Search Engine Optimization/Search Engine Marketing (SEO/SEM)	
Total Credits		19