

Marketing Minor-Professional Sales Emphasis- 21 units
(available to Non-Business Majors)

*All 200 level business courses require 24 credits and 2.0 GPA (except Econ 201 & 202)

*All 300 and 400 level business courses require 60 credits and 2.0 GPA

*A minimum of 2.25 GPA in the minor is required for graduation

* See undergrad catalog or WINS for individual course pre-requisites

*** Required Course (15 units)**

_____ MARKETING 311 Marketing Principles

_____ MARKETING 412 Business to Business Marketing

_____ MARKETING 429 Personal Selling and Sales Management

_____ MARKETING 430 Entrepreneurial and Advanced Sales Techniques

_____ MARKETING 431 Sales Management

*** Select 6 units**

_____ MARKETING 337 Retail Management

_____ MARKETING 360 Entrepreneurial Marketing

_____ MARKETING 420 Consumer Behavior

_____ MARKETING 432 Marketing in Service Organizations

_____ MARKETING 442 Logistics

_____ MARKETING 445 Customer Relationship Management

_____ MARKETING 493 Internships in Marketing

_____ MARKETING 493S Internship in Marketing-Sales Emphasis

_____ MARKETING 497 Exchange Study **or**

MARKETING 498 Independent Study in Marketing