



## Professional Sales Minor- 21 units

(Available to Non-Business Majors)

### Restrictions:

1. All 200 level business courses require 24 credits and 2.0 GPA (except ECON 201 & 202)
2. All 300 and 400 level business courses require 60 credits and 2.0 GPA
3. A minimum of 2.25 GPA in the minor is required for graduation
4. A maximum of 2 transfer courses and a maximum of 3 units in special or independent study, correspondence, and internships will be allowed.
5. A maximum of 3 units from available MARKETNG 493 courses count toward the completion of the MARKETNG Minor.

### Required Courses (12 units)

| Course No.       | Course Name                                   | Prerequisites       |
|------------------|---|---------------------|
| ___ MARKETNG 311 | Principles of Marketing                       |                     |
| ___ MARKETNG 312 | Principles of Selling                         | COREQ: MARKETNG 311 |
| ___ MARKETNG 431 | Sales Management                              | MARKETNG 311        |
| ___ MARKETNG 460 | Entrepreneurial and Advanced Sales Techniques | MARKETNG 311 & 312  |

### Select (9 units) from the following

| Course No.        | Course Name  | Prerequisites      |
|-------------------|--|--------------------|
| ___ MARKETNG 337  | Retail Management  | MARKETNG 311       |
| ___ MARKETNG 350  | Integrated Marketing Communications for Social Enterprises       | MARKETNG 311       |
| ___ MARKETNG 351  | Introduction to Digital Marketing                                | MARKETNG 311       |
| ___ MARKETNG 352  | Social Media and Content Marketing                               | MARKETNG 311       |
| ___ MARKETNG 353  | Advanced Digital Marketing                                       | MARKETNG 311 & 351 |
| ___ MARKETNG 360  | Entrepreneurial Marketing  | MARKETNG 311       |
| ___ MARKETNG 361  | International Marketing  | MARKETNG 311       |
| ___ MARKETNG 370  | Experiential Marketing   | MARKETNG 311       |
| ___ MARKETNG 371  | Sports Marketing   | MARKETNG 311       |
| ___ MARKETNG 372  | Services Marketing   | MARKETNG 311       |
| ___ MARKETNG 400  | Innovation and Technology Marketing                              | MARKETNG 311       |
| ___ MARKETNG 412  | Business to Business Marketing                                   | MARKETNG 311       |
| ___ MARKETNG 420  | Consumer Behavior  | MARKETNG 311       |
| ___ MARKETNG 442  | Logistics  | MARKETNG 311       |
| ___ MARKETNG 444  | Omnichannel Marketing  | MARKETNG 311       |
| ___ MARKETNG 445  | Marketing Analytics and Artificial Intelligence                  | MARKETNG 311       |
| ___ MARKETNG 450  | Sales Negotiation and Conflict Resolution                        | MARKETNG 311       |
| ___ MARKETNG 493S | Internship in Marketing-Internship in Marketing - Sales Emphasis | MARKETNG 311       |
| ___ MARKETNG 496  | Special Studies  |                    |
| ___ MARKETNG 497  | Exchange Study   |                    |
| ___ MARKETNG 498  | Independent Study in Marketing                                   | Senior Status      |