

Professional Sales Minor

April, 2024 (v. 4.0)

-- Requirements: 18.0 Credit Hours as Outlined Below --

TARGET AUDIENCE: Students of any Major at UTC (other than MKT)

REQUIRED COURSEWORK (Five Courses, 15.0 Credit Hours):

1. MKT 2630 – Personal Selling & Self-Promotion (3.0 Credit Hours)
 - (can take MKT 3630, Professional Selling – Requires MKT Dept Approval)
2. MKT 3130 – Principles of Marketing (3.0 Credit Hours)
3. MKT 3730 – Sales Management (3.0 Credit Hours; MKT 3630 Prerequisite)
4. MKT 4630 – Advanced Sales (3.0 Credit Hours; MKT 3630 Prerequisite)
5. MKT 4160 – Business Negotiations (3.0 Credit Hours)

ELECTIVE COURSEWORK (One Course, 3.0 Credit Hours):

- MKT 3640 – Retailing (3.0 Credit Hours)
- MKT 3650 – Consumer Behavior (3.0 Credit Hours)
- MKT 4150 – Business-to-Business Marketing (3.0 Credit Hours)
- MKT 4420 – Services Marketing (3.0 Credit Hours)
- MKT 4170 – Strategic Distribution Management (3.0 Credit Hours)
- MKT 3900R – Experiential Learning: Academic Internship Program (3.0 Credit Hours)

Other Considerations & Policies:

1. The Minor in Professional Sales is NOT available to students pursuing the Marketing BSBA.
2. All Students Pursuing the Minor in Professional Sales must be under the 2023-24 (or later) UTC Academic Program & Course Catalog. This may require additional coursework. Consult your Advisor for guidance.
3. With the exception of MKT 2630, all Courses must be upper division (3000 level or above).
4. A minimum GPA of 2.0 is required for the Professional Sales Minor.
5. The 15.0 Required Course Credit Hours must be completed at UTC in the Rollins College of Business.
6. A student who is not seeking a Major in Business Administration may only complete a maximum of 30.0 Credit Hours within the RCOB.

