CORE: 6 CREDITS

- **MKTG 3000, 3010, or 3011** – Principles of Marketing
  PREREQUISITES: see the general catalog
  Topics include: the dynamic relationship of marketing and society; the world-wide impact of American commercial culture, global brands, and globalization; the evolving marketplace of the Internet and its consequences for society and the future; laws and regulations concerning competition, privacy and intellectual property; product development and design; customer perception of prices; and branding.

- **MKTG 4720** – Personal Selling
  PREREQUISITES: C- or better in MKTG 3000, 3010, or 3011 and full minor status in Sales
  Topics include: the basic objectives, concepts, and tools required to be an effective salesperson.

ELECTIVES: 6 -12 CREDITS

- **6 credits, choosing from the following:**
  - **MKTG 4730** – Advanced Professional Selling & Business Development
    PREREQUISITES: C- or better in MKTG 3000, 3010, or 3011; B- or better in MKTG 4720; and full minor status in Sales
  - **MKTG 4740** – Strategic Sales Management in an e-Commerce World
    PREREQUISITES: C- or better in MKTG 3000, 3010, or 3011 and full minor status in Sales
  - **MKTG 4750** – Marketing to Organizations
    PREREQUISITES: C- or better in MKTG 3000, 3010, or 3011 and full minor status in Sales
  - **MKTG 4760** – Sales Technology, Analytics, & Operations
    PREREQUISITES: C- or better in MKTG 3000, 3010, or 3011 and full minor status in Sales
  - **MKTG 4880** – Marketing Internship
    PREREQUISITES: 3.3+ GPA and full minor status in Sales
    Students are enrolled by application only.

- **0 -6 credits, choosing from upper-division MKTG courses***

*excluding MKTG 3000, 3010, 3011, 4720, and 5000

Students must apply for the Professional Selling & Business Development minor: Eccles.Link/Minors.