PROFESSIONAL SELLING & BUSINESS DEVELOPMENT MINOR
2019-2020 CATALOG YEAR

Gain the personal and technical skills to succeed in a sales career. Understand personal selling; sales management; business-to-business marketing; and sales technology, analytics, and operations.

Please visit Eccles.Link/Minors for admission criteria and additional information. To schedule an appointment with an academic advisor, please stop by SFEBB 1120, call 801.581.7853, or visit Eccles.Link/UAS-Appts.

Students can find full course descriptions and requisite details in the general catalog at catalog.utah.edu and on the class schedule.

**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 of electives**
  - **MKTG 4730 – Advanced Professional Selling & Business Development**
    PREREQUISITES: C- or better in MKTG 3010 or 3011 and B- or better in MKTG 4720; and full minor status in Sales
  - **MKTG 4740 – Strategic Sales Management in an e-Commerce World**
    PREREQUISITE: C- or better in MKTG 3010 or 3011 and full minor status in Sales
  - **MKTG 4750 – Marketing to Organizations**
    PREREQUISITE: C- or better in MKTG 3010 or 3011 and full minor status in Sales
  - **MKTG 4760 – Sales Technology, Analytics, & Operations**
    PREREQUISITE: C- or better in MKTG 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, choose from Upper Division MKTG Courses**

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