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: 12 CREDITS

☐ Choose 3-4 of the following courses:
   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.

☐ Zero to one 3-credit upper-division MKTG courses*

*Excluding required marketing courses, MKTG 3000, and MKTG 5000