

# PROFESSIONAL SELLING, MINOR

## Minor in Professional Selling (660101M)

The Minor in Professional is designed for students that are non-marketing majors, who want to add an additional skill set for career options. Regardless of one's major, developing sales and negotiation skills are likely to help advance one's career. This minor requires an additional **18 credits** that provide students with the tools and skills to pursue a career in professional selling as a **complement to their major area of study**. There is high market demand for students who can combine a deep knowledge in one area/major with the additional skills of professional selling and business negotiations.

### College of Business Undergraduate Programs

<http://www.uakron.edu/business/advising> (<http://www.uakron.edu/business/advising/>)

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College of Business room 260

The following information has official approval of **The Department of Marketing** and **The College of Business**, but is intended only as a guide. Completion of this minor is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.

Please refer to the University Requirements for Minor Areas of Study (<https://bulletin.uakron.edu/undergraduate/important-policies/graduation-requirements/#minor-req>) for specific graduation information regarding minors.

## Summary

| Code               | Title | Hours     |
|--------------------|-------|-----------|
| Required Courses   |       | 12        |
| Electives          |       | 6         |
| <b>Total Hours</b> |       | <b>18</b> |

## Required Courses

| Code               | Title                                      | Hours     |
|--------------------|--|-----------|
| MKTG 205           | Marketing Principles <sup>2</sup>          | 3         |
| SALES 275          | Professional Selling                       | 3         |
| SALES 475          | Business Negotiations <sup>1</sup>         | 3         |
| SALES 478          | Advanced Professional Selling <sup>1</sup> | 3         |
| <b>Total Hours</b> |  | <b>12</b> |

## Electives

| Code                                | Title                            | Hours    |
|-------------------------------------|----------------------------------|----------|
| <b>Select two of the following:</b> |                                  | <b>6</b> |
| SALES 480                           | Sales Management <sup>1</sup>    |          |
| ENTRE 201                           | Introduction to Entrepreneurship |          |
| FPL 200                             | Foundations of Personal Finance  |          |
| FPL 417                             | Retirement Planning <sup>1</sup> |          |
| FIN 343                             | Investments                      |          |

|                    |   |          |
|--------------------|---|----------|
| MGMT 302           | Organizational Behavior & Leadership Skills |          |
| HRM 341            | Human Resource Management                   |          |
| MGMT 457           | International Management <sup>1</sup>       |          |
| INTB 421           | Foreign Market Entry <sup>1</sup>           |          |
| MGMT 422           | Applied Sales in Sport                      |          |
| <b>Total Hours</b> |   | <b>6</b> |

<sup>1</sup> Must be admitted to 4-year degree granting major.

<sup>2</sup> ECON 200 Principles of Microeconomics is a pre/corequisite to MKTG 205.