

SALES, MINOR

The Minor in Sales is designed to address the needs of all majors for hands-on professional development and sales training, given a full 50% of all undergraduate majors will have a sales job as their first job post-graduation. This training provides mentorship and experiential learning, as well as basic business knowledge to enhance career success in every field and major. The courses in this minor equip students with valuable skills to help them be successful in real sales environments. The courses are taught with a focus on role plays and professional interactions with business executives and intercollegiate competitive events. This minor requires demonstrated performance as evidence of communication and sales training for company recruiters. Students must earn at least 9 of the 18 hours required for the minor in residence at ECU and must earn a "C" or better in all courses comprising the minor.

Program Requirements

The Minor consists of the following courses:

Code	Title	Hours
Required Courses		
Choose one of the following:		3
MKT 300	Principles of Marketing	
MKT 301	Principles of Marketing (NB)	
BUS 305	Essentials of Marketing	
MKT 310	Professional Selling	3
MKT 350	Consumer Behavior in Marketing	3
or MKT 540	Business-to-Business Sales and Marketing	
MKT 508	Sales Management	3
Choose 6 hours from the following:		6
MKT 349	Applied Learning in Marketing	
MKT 481	Internship in Marketing	
MKT 570	Advanced Sales & Negotiations	
MKT 590	Special Topics in Sales & Marketing	
Total Hours		18