

Minor in Sales and Client Management

College of Business and Public Management

Core Requirements ¹		9
MKT 250	Principles of Marketing	3
MKT 340	Personal Selling	3
MKT 345	Sales Management and Forecasting	3
Electives ^{1, 2, 3}		
Select three elective courses from the list (or other courses by advisement)		9
FIN 326	Intermediate Financial Management	
FIN 330	Principles of Insurance	
FIN 333	Fundamentals of Financial Planning	
FIN 344	Investments	
GEO 325	Intro to Business GIS	
GEO 425	Business GIS Applications	
MGT 431	Human Resource Management	
MGT 435	Negotiation	
MGT 498	Seminar in Management	
MKT 341	Business-to-Business Sales and Contracting	
MKT 343	Real Estate Sales and Marketing	
MKT 344	Product Management and Sales in Healthcare	
MKT 348	Multimedia Presentation and Showcasing	
MKT 349	Salesperson Qualifications and Licensing	
MKT 357	Event Management and Sales	
MKT 370	Marketing Technology	
MKT 371	E-Commerce and Platforms	
MKT 445	Advanced Selling Workshop	
MKT 460	Marketing Internship	
PLN 201	Real Estate Fundamentals	
PLN 202	Real Estate Practice	
SCM 388	Plant Tours in Business Process Management	
SCM 391	Purchasing and Supply Management	
SPK 208	Public Speaking	

Total Minimum Credits Required**18**

¹ A minimum grade of C must be earned in all courses.

² Elective course credits taken to satisfy the Sales and Client Management Minor requirements cannot be used to satisfy the Marketing Major requirements.

³ MKT 445 and MKT 460 can be repeated for credits.