2011-12 MARKETING MINOR IN PROFESSIONAL SALES

PROFESSIONAL SALES*
Requires the following courses:

- ECO 111 Principles of Economics 4 sh
- BUS 202 Business Communications 4 sh
- MKT 311 Principles of Marketing 4 sh
- MKT 418 Professional Selling 4 sh
- MKT 419 Sales Management 4 sh

Select one course from the following: 4 sh

- MKT 412 New Products Marketing
- MKT 413 Integrated Marketing Communications
- MKT 414 Marketing Research
- MKT 415 Consumer Behavior
- MKT 416 Global Marketing
- MKT 417 Business-to-Business Marketing
- MKT 473 Special Topics in Marketing

-OR-
A 300/400 level course preapproved by the Director of the Chandler Family Professional Sales Center (not limited to LSB courses)

TOTAL 24 sh

*Students with a major in Marketing may not declare a minor in Professional Sales.