2015-16 MARKETING MINOR IN PROFESSIONAL SALES

Marketing minor in 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

Choose one course from the following: 4 sh

MKT 412  NEW PRODUCTS DEVELOPMENT AND BRANDING  4 sh
MKT 413  INTEGRATED MARKETING COMMUNICATIONS  4 sh
MKT 414  MARKETING RESEARCH  4 sh
MKT 415  CONSUMER BEHAVIOR  4 sh
MKT 416  GLOBAL MARKETING  4 sh
MKT 417  BUSINESS-TO-BUSINESS MARKETING  4 sh
MKT 420  CUSTOMER RELATIONSHIP MANAGEMENT  4 sh

A COURSE PREAPPROVED BY THE DEPARTMENT CHAIR, THIS COURSE IS NOT LIMITED TO LSB COURSES

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

TOTAL CREDIT HOURS: 24