

2023-2024 CATALOG YEAR

MARKETING

PROFESSIONAL SELLING & BUSINESS DEVELOPMENT EMPHASIS **MINOR**

Gain the personal and technical skills to succeed in a sales career.

Understand personal selling; sales management; business-to-business marketing; and sales technology, analytics, and operations.

Please visit [Eccles.link/Minors](https://eccles.link/Minors) for admission criteria and additional information.

To schedule an appointment with an academic advisor, please stop by SFEBB 1120, call 801.581.7853, or visit [Eccles.link/UAS-Appts](https://eccles.link/UAS-Appts).

Students can find full course descriptions and requisite details in the general catalog at catalog.utah.edu and on the class schedule.

CORE: 6 CREDITS

		CLASS	PREREQUISITES
	3	MKTG 3000, 3010, or 3011, or BCOR 3040 – Principles of Marketing	MKTG 3000 open to any major; MKTG 3010/1 requires full major/minor status in Eccles School
	3	MKTG 4720 – Personal Selling	C- or better in MKTG 3000, 3010, or 3011, or BCOR 3040 <u>and</u> Full minor status in Professional Selling & Development

ELECTIVES: 12 CREDITS TOTAL – At least 6 credits, or 2 courses, must be from the MKTG Sales classes listed below; up to 6 credits may from any upper division MKTG classes not already completed.

		CLASS	PREREQUISITES
	3	MKTG 4730 – Advanced Professional Selling & Business Development Typically fall only	C- or better in MKTG 3000, 3010, or 3011 or BCOR 3040; B- or better in MKTG 4720 <u>and</u> Full minor status in Professional Selling & Development

		CLASS	PREREQUISITES
	3	MKTG 4740 – Strategic Sales Management in an e-Commerce World Typically fall only	C- or better in MKTG 3000, 3010, or 3011, or BCOR 3040 <u>and</u> Full minor status in Professional Selling & Development
	3	MKTG 4750 – Marketing to Organizations Typically fall only	C- or better in MKTG 3000, 3010, or 3011, or BCOR 3040 <u>and</u> Full minor status in Professional Selling & Development
	3	MKTG 4760 – Sales Technology, Analytics, & Operations Typically spring only	C- or better in MKTG 3000, 3010, or 3011, or BCOR 3040 <u>and</u> Full minor status in Professional Selling & Development
	3	MKTG 4880 – Marketing Internship	3.3+ GPA <u>and</u> Full minor status in Professional Selling & Development. Students enrolled by application only.
	0-6	Upper-division MKTG courses*	See class details in schedule of classes or course catalog for pre-requisites

*Excluding MKTG 3000, 3010, 3011, 4720, and 5000