

PROFESSIONAL SALES MINOR

2023-2024 Requirements

PROFESSIONAL SALES MINOR

18 credits

Prerequisite: MKTS 205 Principles of Marketing

MKTS	206	Professional Selling	3 credits
MKTS	305	Buyer Behavior	3 credits
MKTS	306	Advanced Selling	3 credits
MKTS	311	Marketing Research and Analytics	3 credits
MKTS	406	Sales Management	3 credits
MKTS	410	Technology/Innovation in Mktg	3 credits

*Students cannot transfer in more than 9 credits toward the minor requirements.

*Any remaining requirements must be taken at Point Park University and cannot be taken on the Pass/No Credit Option.