



2024-2025

SALES MINOR

Management & Marketing Department; Howard and Beverly Dayton School of Business

Through the completion of six 3-credit hour courses, the Sales minor will provide students with foundational knowledge and experience in the sales process used in most Business-to-Business selling situations. Through reading, lectures, extensive role-play practice and individual coaching, students will develop skills that will position them for career positions in professional sales as well as other occupations in which interactive communications, analysis and solutions development are required.

[May not be completed by MKT majors/minors. Requires advising plan to be completed by ACC, BUS, FIN, or SPM majors/minors.]

MINOR REQUIREMENTS (18)

__ 3	MKT	241	Principles of Marketing
__ 3	MKT	343	Fund Professional Selling
__ 3	MKT	344	Sales Management
__ 3	MKT	345	Adv Professional Selling
__ 3	MKT	346	CRM & Sales Technologies

Choose one:

	BU	339	Business as Mission
	COM	220	Interpersonal Communication
	COM	251	Intercultural Communication
__ 3	COM	351	Persuasion
	MKT	435	Internship
	PSY	210	Social Psychology
	SPM	340	Sport Marketing

[The Sales Minor also fulfills the requirements for Dayton School of Business' Certificate in Sales.]

MAJORS AND MINORS

1. All students receiving a bachelor's degree must complete one major. Students are not required to have a minor.
2. Bachelor degree students may choose to complete up to two (2) minors. Each added minor must require 12 unique, additional credits not part of the student's majors or other minors.
3. Majors and minors must be officially declared to be listed on the student's record and official transcript. To declare, change, drop or add a major or a minor, students must contact the Registrar's Office or email: registrar@asbury.edu
4. Fifty percent of the course requirements for each undergraduate major or minor must be completed as a student at Asbury University.