

SALES, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Description

The Sales minor is designed for students to develop consultative skills, which will benefit them throughout their careers. Professional selling and sales management careers help graduates learn about what the company has to offer and how to communicate with customers based on their needs. The Sales minor prepares students for professional certification in Sales. The University Sales Center Alliance (USCA), a consortium of recognized and accredited sales programs across the Nation, sponsors the Certified Sales Student designation.

Program Requirements

Requirement	Credits
Requirements for the Minor	18

Requirements for the Minor

A grade of C or better is required for all courses in the minor, as specified by Senate Policy 59-10 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/>).

In addition, at least six credits of the minor must be unique from the prescribed courses required by a student's major(s).

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
MGMT 301	Basic Management Concepts	3
MKTG 301	Principles of Marketing	3
MKTG 410	Personal Selling	3
MKTG 476	Sales Management	3
Supporting Courses and Related Areas		
<i>Supporting Courses and Related Areas: Require a grade of C or better</i>		
Select 6 credits from the following:		6
MGMT 420	Negotiation and Conflict Management	
MKTG 395	Sales Internship	
MKTG 422	Advertising and Sales Promotion Management	
MKTG 443	Sports Marketing	
MKTG 485	Business-to-Business Marketing	

Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary

academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

Harrisburg

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