

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 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	