

UNDERGRADUATE MINOR IN PROFESSIONAL SALES LEADERSHIP

Become a Sales Leader



UConn’s Marketing Department gives you the solid training you need to excel in professional sales. Broaden your experience with faculty who have extensive experience in professional sales and work with corporate partners on sales techniques. Highlights of the Professional Sales Leadership Minor include:

- A strategic approach that integrates sales efforts
- Student-centered learning includes role-play selling exercises, case studies, field assignments, internships, and sales competitions
- An emphasis on the critical thinking, communication, and data-driven analytical approaches

For more information visit business.uconn.edu/minors

POLICIES

- A minimum of 9 credits required for this minor must be earned in residence at the University of Connecticut. Education Abroad courses may not be used to meet this residency requirement.
- ^R **Residence Requirement:** MKTG/BADM 3452 and MKTG/BADM 3454 must be taken in residence at the University of Connecticut.

REQUIREMENTS

| RECOMMENDED COURSE SEQUENCE | BUSINESS MAJORS | NON-BUSINESS MAJORS |
|-----------------------------------|---|---|
| Junior—1st Semester | MKTG 3101 Intro to Marketing Management | BADM 3750 Intro to Marketing Management |
| Junior—2nd Semester | MKTG 3452 ^R Professional Selling | BADM 3452 ^R Professional Selling |
| Summer (or winter of senior year) | MKTG 4892 Sales Internship | MKTG 4892 Sales Internship |
| Senior—1st or 2nd Semester | MKTG 3454 ^R Sales Management and Leadership | BADM 3454 ^R Sales Management and Leadership |

Seek permission numbers at: undergrad.business.uconn.edu/forms