

# 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

Open to Business and non-Business students.

For more information visit [business.uconn.edu/minors](https://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.
- <sup>R</sup> **Residence Requirement:** MKTG/BADM 3452 and MKTG/BADM 3454 must be taken in residence at the University of Connecticut.
- Students may earn only one minor in business disciplines. A student may earn a second minor if it is offered jointly by the School of Business and another School or College, and all coursework used to satisfy that second minor is from non-Business coursework. View the University Catalog for additional details and limitations.
- Non-Business majors may attempt no more than 18 credits (approximately 6 courses) of 3000/4000-level coursework offered by the School of Business, which includes work transferred in as equivalent to courses offered by the School of Business. View the University Catalog for additional details.
- Students may use the online permission number request form when unable to self-enroll in a course used for the minor, noting all pre-requisites must be met to be granted permission to take a course.
- Unless a higher standard is noted in the description of a specific minor program, completion of a minor requires that a student earn a "C" (2.0) grade or better in each of the required courses for that minor.

### 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 <sup>R</sup> Professional Selling	BADM 3452 <sup>R</sup> Professional Selling
Senior—1st or 2nd Semester	MKTG 3454 <sup>R</sup> Sales Management and Leadership	BADM 3454 <sup>R</sup> Sales Management and Leadership
Junior - 2 <sup>nd</sup> Semester or Senior—1st or 2nd Semester	One additional 3000/4000-level MKTG Course	One additional 3000/4000-level BADM course crosslisted with a MKTG Course

Seek permission numbers at: [undergrad.business.uconn.edu/forms](https://undergrad.business.uconn.edu/forms)