

# MARKETING: SALES LEADERSHIP (MINOR: BUSINESS STUDENTS ONLY)

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Driehaus College of Business students who minor in Sales Leadership will strengthen their skills in sales and category management, including interpreting strategic consumer insight to help retailers maximize profitability and create an enjoyable shopping experience.

## Course Requirements

In addition to MKT 301, a Driehaus student minoring in Sales Leadership is required to complete the following courses of 20.0 hours (totaling at least 24.0 hours):

Course	Title	Quarter Hours
MKT 276	EFFECTIVE BUSINESS COMMUNICATION	4
MKT 310	CONSUMER BEHAVIOR	4
MKT 377	SALES FUNDAMENTALS	4
MKT 378	SALES STRATEGY & TECHNOLOGY	4
MKT 383	ANALYTICAL SALES	4

## Category Management Focus

For a specific focus in Category Management, students should take:

Course	Title	Quarter Hours
MKT 380	SCIENCE OF RETAILING	
MKT 384	CASES IN CATEGORY MANAGEMENT	
MKT 387	SHOPPER INSIGHTS IN MARKETING	

## Business Communication

Driehaus students minoring in Sales Leadership must complete MKT 276 for the Communication requirement in the Business Core.

## Graduation Requirements

All Marketing (MKT) courses and any courses used toward the Marketing minor must be completed with a minimum grade of C- and with a combined GPA of 2.000 or higher.