

MARKETING: SALES LEADERSHIP (MINOR)

Available to students majoring outside the Driehaus College of Business, the Sales Leadership minor is for students interested acquiring skills in sales and category management: the interpretation of strategic consumer insight to help retailers maximize profitability and create an enjoyable shopping experience.

Course Requirements

A non-Driehaus student minoring in Sales Leadership is required to complete the following courses totaling at least 24.0 hours:

Course	Title	Quarter Hours
MKT 276	EFFECTIVE BUSINESS COMMUNICATION	4
MKT 301	PRINCIPLES OF MARKETING	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	

Graduation Requirements

All Marketing (MKT) courses and any other 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.