



Sales Minor

The Minor in Sales is designed to address the needs of all majors for hands on professional development and sales training, given a full 50% of all undergraduate majors will have a sales job as their first job post-graduation. This training provides mentorship and experiential learning, as well as basic business knowledge to enhance career success in every field and major. The courses in this minor equip students with valuable skills to help them be successful in real sales environments. The courses are taught with a focus on role plays and professional interactions with business executives and intercollegiate competitive events. This minor requires demonstrated performance as evidence of communication and sales training for company recruiters. Students must earn at least 9 of the 18 hours required for the minor in residence at EKU and must earn a “C” or better in all courses comprising the minor.

Total Curriculum Requirements.....18 hours

The Minor consists of the following courses: MKT 300 or 301, 310, 408, 350 or 440, and a combined 6 credit hours from 349, 470, 481, 490.

MKT 300/301 – Marketing Principles (Business)/Marketing Principles (Non-Business) (3),

MKT 310 – Personal Selling (3),

MKT 408 – Sales Management (3),

MKT 350 – Consumer Behavior (3) or MKT 440 Business-to-Business (B2B) Sales and Marketing (3),

and 6 credit hours from the following:

- MKT 349 – Applied Learning in Sales and Marketing (.5-8)
- MKT 349A-N – Cooperative Study in Sales and Marketing (.5-8)
- MKT 470 – Advanced Sales (3)
- MKT 481 – Sales and Marketing Internship (3-6)
- MKT 490 – Special Topics in Sales and Marketing (1-9)

For More Information

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