Marketing Sales

Official Program Checksheet

Why Choose the Marketing Sales Minor?

If you are majoring in a non-marketing degree such as a technology degree or the professional fields of optometry or pharmacy, you will find that the marketing sales minor will give you additional skill sets that will help you in creating a successful and rewarding career.

If you are enrolled in this minor, you will build your skills in:

- Creating and delivering effective sales presentations
- Developing managerially relevant marketing strategy
- Creating value-added customer relationships
- Evaluating the effectiveness of marketing/sales activities

This valuable minor will provide non-marketing majors with skills that will allow them to expand upon their chosen major into a broader marketing career track. You and the marketing sales minor advisor will design a course of study based on specific courses that best complement your career goals and academic major.

Admission Requirements

Any person who is admitted to a Ferris State University Bachelor’s degree program is welcome to obtain this minor.

Graduation Requirements

You will receive the Marketing Sales Minor upon graduation with a baccalaureate degree, and after completion of the requirements for the minor with a minimum 2.0 grade point average.

No more than 50% of the credits in this minor may be transferred from another institution. A maximum of 1/3 of the credits, but not more than 7 credits in a minor may overlap with the student's major.

More Information

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