

# Marketing/Sales Minor • *Minor*

## 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 in addition to their major.

## 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, nor will the minor be granted if more than six of the minor credits are specifically required in the students major.

## Required Courses

	Credit Hours
MKTG 231 Professional Selling	3
MKTG 321 Principles of Marketing	3
MKTG 434 Advanced Selling	3
MKTG 436 Sales Management	3
Electives: Choose two:	
COMM 205 Effective Listening	3
COMM 332 Persuasive Speaking	3
MKTG 466 Purchasing	3
Minimum credit hours required for marketing sales minor:	18



## More Information

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