

PROFESSIONAL SALES (MINOR)

This program was approved for students entering the university in the Summer 2024–Spring 2025 catalog year. For more information about catalog year, go to Catalog Year Information (<http://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

Minor in Professional Sales

Unit: College of Business (<https://business.louisville.edu/>)
Department: Marketing (<https://business.louisville.edu/academics-programs/undergraduate-programs/marketing/>)
Academic Plan Code(s): SALEMINOR

The College of Business offers a minor in Professional Sales that is available to students from any academic unit.

Admission Requirements

Business Majors

Enrollment in the College of Business

Non-Business Majors

Must have completed 51 or more semester hours, with a cumulative grade point average of 2.5 or higher. Students must complete the program prerequisites and earn a GPA of 2.5 or higher in those prerequisites in order to pursue the Marketing Core.

A formal application to the minor is required upon completion of the program prerequisites.

Program Requirements

Code	Title	Hours
Marketing Requirements		
MKT 301	Principles of Marketing ¹	3
MKT 350	Consumer Behavior	3
	or MKT 349 Business to Business Marketing	
MKT 360	Professional Relationship Selling	3
MKT 401	Strategic Sales Leadership	3
MKT 465	Consultative Sales	3
Electives (Choose one from the following):		3
MGMT 315	Collaboration and Negotiation-SB - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MGMT 460	Leadership	
SPAD 395	Sport Promotion and Sales	
COMM 201	Introduction to Communication - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
COMM 208	Principles in Client and Agency Dynamics	
COMM 302	Speak Up, Speak Out	
COMM 311	Persuasion	
COMM 315	Introduction to Interpersonal Communication	
COMM 342	Introduction to Strategic Communication	
MKT 342	Social Media I	

MKT 397	Co-op in Marketing I	
Minimum Total Hours		18

¹ Successful completion of MKT 301, MKT 360, MKT 401, and MKT 465 satisfies the requirements for the Undergraduate Certificate in Sales. Students must add certificate as a plan of study in order for the certificate to appear on the transcript.

At least three (3) semester hours of the requirements for a minor must be successfully completed while enrolled in the University of Louisville.