

# Sales Leadership Minor

Department of Marketing	Sales Leadership Minor Course Requirements 2019-2020																																																			
<p><b>Daniels 480 – 303.871.3317</b></p> <p><b>Sales Leadership Minor Advising</b> Office of Undergraduate Programs Margery Reed Hall 107 Appointments: 303-871-6910 DCBUndergrad@du.edu</p> <ul style="list-style-type: none"> <li>▪ See advisors in Margery Reed Hall for course sequencing. Marketing faculty will serve as professional mentors for experiential opportunities.</li> <li>▪ Any minor course substitutions must be pre-approved by the Director or Associate Director of the Sales Leadership minor program.</li> <li>▪ The Sales Leadership minor may be completed by students pursuing any type of undergraduate degree at the University of Denver, with the appropriate dean's approval.</li> <li>▪ Students <b>may not</b> pursue the Sales Leadership minor in conjunction with a Marketing minor or major</li> <li>▪ The minor GPA must be 2.0 or higher to graduate.</li> <li>▪ Only grades of "C-" or above may be used in completing minor requirements.</li> <li>▪ <b>NO ADD/DROP slips go to instructors</b> – Students <b>MUST</b> go to Margery Reed Hall for help with ADD/DROP slips.</li> </ul>	<p>The Sales Leadership Minor blends innovative sales education with practical sales experience – a combination that enables students to launch and succeed in a career in sales leadership or marketing.</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; width: 15%;"><b>Course #</b></th> <th style="text-align: left; width: 70%;"><b>Course Title</b></th> <th style="text-align: right; width: 15%;"><b>Qtr. Hrs.</b></th> </tr> </thead> <tbody> <tr> <td colspan="3"><i>Prerequisite:</i></td> </tr> <tr> <td>MKTG 2800</td> <td>Introduction to Marketing</td> <td style="text-align: right;">4</td> </tr> <tr> <td colspan="3"><i>Note: Business students take this course as part of the Business Core.</i></td> </tr> <tr> <td colspan="3"><i>Required:</i></td> </tr> <tr> <td>MKTG 3110</td> <td>The Power of Professional Selling</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3130</td> <td>Selling in a Digital World</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3140</td> <td>Sales Management and Leadership</td> <td style="text-align: right;">4</td> </tr> <tr> <td colspan="3"><i>Select <b>two</b> electives. Course options include:</i></td> </tr> <tr> <td>MKTG 2920</td> <td>Business to Business Marketing</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3370</td> <td>Marketing Channels and Logistics</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3380</td> <td>Global Supply Chain Management</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3704</td> <td>Topics: Profiles in Leadership</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3705</td> <td>Topics: Ad Account Management</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3980</td> <td>Sales Internship</td> <td style="text-align: right;">4</td> </tr> <tr> <td colspan="2"><b>Sales Leadership Requirements – Business Majors</b></td> <td style="text-align: right;"><b>20</b></td> </tr> <tr> <td colspan="2"><b>Sales Leadership Requirements – Non-Business Majors</b></td> <td style="text-align: right;"><b>24</b></td> </tr> </tbody> </table>	<b>Course #</b>	<b>Course Title</b>	<b>Qtr. Hrs.</b>	<i>Prerequisite:</i>			MKTG 2800	Introduction to Marketing	4	<i>Note: Business students take this course as part of the Business Core.</i>			<i>Required:</i>			MKTG 3110	The Power of Professional Selling	4	MKTG 3130	Selling in a Digital World	4	MKTG 3140	Sales Management and Leadership	4	<i>Select <b>two</b> electives. Course options include:</i>			MKTG 2920	Business to Business Marketing	4	MKTG 3370	Marketing Channels and Logistics	4	MKTG 3380	Global Supply Chain Management	4	MKTG 3704	Topics: Profiles in Leadership	4	MKTG 3705	Topics: Ad Account Management	4	MKTG 3980	Sales Internship	4	<b>Sales Leadership Requirements – Business Majors</b>		<b>20</b>	<b>Sales Leadership Requirements – Non-Business Majors</b>		<b>24</b>
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