### Sales Leadership Minor

**Department of Marketing**

Daniels 480 – 303.871.3317

**Sales Leadership Minor Advising**
Office of Undergraduate Programs
Margery Reed Hall 107
Appointments: 303-871-6910
DCBUndergrad@du.edu

- See advisors in Margery Reed Hall for course sequencing. Marketing faculty will serve as professional mentors for experiential opportunities.
- Any minor course substitutions must be pre-approved by the Director or Associate Director of the Sales Leadership minor program.
- 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.
- Students **may not** pursue the Sales Leadership minor in conjunction with a Marketing minor or major.
- The minor GPA must be 2.0 or higher to graduate.
- Only grades of “C-” or above may be used in completing minor requirements.
- **NO ADD/DROP slips go to instructors** – Students **MUST** go to Margery Reed Hall for help with ADD/DROP slips.

### Sales Leadership Minor Course Requirements 2020-2021

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.

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<tr>
<th>Course #</th>
<th>Course Title</th>
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<tr>
<td>Prerequisite:</td>
<td>MKTG 2800 Introduction to Marketing</td>
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<td><strong>Note:</strong> Business students take this course as part of the Business Core.</td>
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**Required:**

- MKTG 3110 The Power of Professional Selling 4
- MKTG 3130 Selling in a Digital World 4
- MKTG 3140 Sales Management and Leadership 4

**Select two electives. Course options include:**

- MKTG 2920 Business to Business Marketing 4
- MKTG 3370 Marketing Channels and Logistics 4
- MKTG 3380 Supply Chain Management 4
- MKTG 3480 Foundations of Digital Marketing 4
- MKTG 3704 Topics: Profiles in Leadership 4
- MKTG 3705 Topics: Ad Account Management 4

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