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.

### Sales Leadership Minor Course Requirements

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Qtr. Hrs.</th>
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<tbody>
<tr>
<td>MKTG 2800</td>
<td>Introduction to Marketing</td>
<td>4</td>
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</table>

Note: Business students take this course as part of the Business Core.

**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  Global Supply Chain Management  4
- MKTG 3704  Topics: Profiles in Leadership  4
- MKTG 3705  Topics: Ad Account Management  4
- MKTG 3980  Sales Internship        4

### Sales Leadership Requirements

- **Business Majors**: 20
- **Non-Business Majors**: 24

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- **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.

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