

PROFESSIONAL SALES (PRFS) MINOR

Major and Minor Courses

No more than 50% of the graded course credits required for the Minor in Professional Sales may be double-counted by a student also enrolled in a non-marketing business degree.

Code	Title	Credits
Required Minor Courses		
MKTG 3104	Marketing Management	3
MKTG 4054	Sales Technology	3
MKTG 4204	Consumer Behavior	3
MKTG 4454	Sales Force Management	3
MKTG 4554	Principles of Professional Selling	3
MKTG 4774	Advanced Professional Selling	3
Subtotal		18
Elective Courses		
Select one of the following:		3
MKTG 3134	Personal Well-being and Professional Success	
MKTG 3164	Introduction to Digital Marketing Strategy	
MKTG 4114	Introduction to AI in Marketing	
MKTG 4164	Social Media and Content Marketing	
MKTG 4254	Product and Price Management	
MKTG 4264	Analytics for Marketing	
MKTG 4354	Marketing Channels and Logistics	
MKTG 4404	Field Practicum in Marketing (by arrangement only)	
MKTG 4604	Retail Management	
MKTG 4974	Independent Study (by arrangement only; must be sales-focused)	
CHE/MKTG 4144	Business and Marketing Strategies for the Process Industries	
CMST 3064	Persuasion	
CMST 3124	Interpersonal Communication	
Subtotal		3
Total Credits		21

Graduation Requirements

Students must complete the minor with at least a 2.00 GPA in the **21 credit hours** required for the minor. If these criteria are met, the minor will be noted on the transcript.

Application Eligibility

Application to the minor in Professional Sales is open to all university students, with the exception of Marketing majors, with at least a 2.5 overall GPA at Virginia Tech.

Students can apply for the Professional Sales minor at <http://pampl.in/addminor>

Pre-requisites

Students are responsible for ensuring they have met necessary pre-requisites for all courses. Please refer to the Undergraduate Catalog or academic advisor.