

Sales Leadership Minor

Department of Marketing	Sales Leadership Minor Course Requirements 2024-2025																																															
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. - Students with a minor in <i>both</i> Business Administration and Sales Leadership will not be able to count MKTG 2800 toward both minors simultaneously. Instead, an additional four-credit MKTG course will be needed in the Sales Leadership minor. - The minor GPA must be 2.0 or higher to graduate. - Only grades of “C-” or above may be used in completing minor requirements.	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. <table><thead><tr><th>Course #</th><th>Course Title</th><th>Qtr. Hrs.</th></tr></thead><tbody><tr><td colspan="3">Prerequisite:</td></tr><tr><td>MKTG 2800</td><td>Introduction to Marketing</td><td>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">Required:</td></tr><tr><td>MKTG 3110</td><td>The Power of Professional Selling</td><td>4</td></tr><tr><td>MKTG 3130</td><td>Selling in a Digital World</td><td>4</td></tr><tr><td>MKTG 3140</td><td>Sales Management and Leadership</td><td>4</td></tr><tr><td colspan="3">Select two electives. Course options include:</td></tr><tr><td>MKTG 2920</td><td>Business to Business Marketing</td><td>4</td></tr><tr><td>MKTG 3370</td><td>Marketing Channels and Logistics</td><td>4</td></tr><tr><td>MKTG 3380</td><td>Global Supply Chain Management</td><td>4</td></tr><tr><td>MKTG 3480</td><td>Foundations of Digital Marketing</td><td>4</td></tr><tr><td colspan="2">Sales Leadership Requirements – Business Majors</td><td>20</td></tr><tr><td colspan="2">Sales Leadership Requirements – Non-Business Majors</td><td>24</td></tr></tbody></table>			Course #	Course Title	Qtr. Hrs.	Prerequisite:			MKTG 2800	Introduction to Marketing	4	<i>Note: Business students take this course as part of the Business Core.</i>			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 3480	Foundations of Digital Marketing	4	Sales Leadership Requirements – Business Majors		20	Sales Leadership Requirements – Non-Business Majors		24
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