# 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 2023-2024

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>Prerequisite:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 2800</td>
<td>Introduction to Marketing</td>
<td>4</td>
</tr>
</tbody>
</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 3480: Foundations of Digital Marketing 4

### Sales Leadership Requirements – Business Majors 20

Sales Leadership Requirements – Non-Business Majors 24