

Sales Leadership Minor

Department of Marketing	Sales Leadership Minor Course Requirements 2023-2024																																																			
<p>Daniels 480 – 303.871.3317</p> <p>Sales Leadership Minor Advising Office of Undergraduate Programs Margery Reed Hall 107 Appointments: 303-871-6910 DCBUndergrad@du.edu</p> <ul style="list-style-type: none"> ▪ 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. 	<p>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.</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; width: 15%;">Course #</th> <th style="text-align: left; width: 65%;">Course Title</th> <th style="text-align: right; width: 20%;">Qtr. Hrs.</th> </tr> </thead> <tbody> <tr> <td colspan="3">Prerequisite:</td> </tr> <tr> <td>MKTG 2800</td> <td>Introduction to Marketing</td> <td style="text-align: right;">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 style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3130</td> <td>Selling in a Digital World</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3140</td> <td>Sales Management and Leadership</td> <td style="text-align: right;">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 style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3370</td> <td>Marketing Channels and Logistics</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3380</td> <td>Global Supply Chain Management</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3704</td> <td>Topics: Profiles in Leadership</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3705</td> <td>Topics: Ad Account Management</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 3480</td> <td>Foundations of Digital Marketing</td> <td style="text-align: right;">4</td> </tr> <tr> <td colspan="2">Sales Leadership Requirements – Business Majors</td> <td style="text-align: right;">20</td> </tr> <tr> <td colspan="2">Sales Leadership Requirements – Non-Business Majors</td> <td style="text-align: right;">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 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
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