

PROFESSIONAL SALES (MINOR)

Marketing (B.S.) majors are not eligible for a minor in Professional Sales.

Admission Requirements

- Students must meet with a college advisor/student success counselor to declare a minor and review the course requirements.

Program Progression and Additional Graduation Requirements

- A grade of C or higher is required in all courses for the minor.
- A minimum of 12 credits of the minor must be completed at FGCU.
- A minimum of 9 credits must be upper division (3000-4999 level) courses.
- Courses taken to complete requirements in another minor cannot be used to fulfill requirements for the Professional Sales minor.
- Students desiring certification of a minor and designation on their academic transcript must:
 - Note the minor on the Application for Graduation.
 - Contact a college advisor/student success counselor to certify completion of all course requirements for the declared minor as listed below.

Program Requirements

Code	Title	Credits
Required Courses in the Minor		(18 credits)
Complete the following:		
MAR 3023	Introduction to Marketing	3
MAR 3400	Professional Selling	3
MAR 3412	Effective Mktng Communications	3
MAR 4403	Sales Force Management	3
MAR 4860	Customer Relationship Mngmt.	3
Complete one from the following:		
MAR 4415	Advanced Professional Selling	3
MAR 4946	Internship Professional Sales	3

Total Credits Required: 18