PROFESSIONAL SELLING MINOR

The Professional Selling minor provides the knowledge and skills necessary to be consultative sellers. Develop a blend of hard and soft skills that are necessary to be successful in this very analytical discipline through the coursework. Students who complete this minor will learn professional selling skills and techniques, gain knowledge necessary to properly administer a sales force, and be more prepared to start down an entrepreneurial path through knowledge of how to build, manage, and maintain a consultative sales force.

About this Program

- **College:** Heavener School of Business (http://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/)
- **Credits:** 22-24 | Completed with an overall 2.0 GPA in the minor and a cumulative 2.0 UF GPA

Department Information

The Marketing Department is a recognized leader in the discipline of marketing. For over a decade, the department's faculty has ranked as one of the most productive and influential in the field, and is known for conducting provocative, cutting-edge research that contributes both to the scientific understanding and practice of marketing.
Website (https://warrington.ufl.edu/marketing-department/)

CONTACT

Email (professional.selling@warrington.ufl.edu) | 352.392.0161 (tel) | 352.846.0457 (fax)

P.O. Box 117150
1454 Union Rd
STUZIN HALL 201
GAINESVILLE FL 32611-7150
Map (http://campusmap.ufl.edu/#/index/0029)

Curriculum

- Marketing
- Professional Selling Minor
- Retailing Minor

All upper-division courses must be taken for letter grade (except for MAR 2401 and MAR 494X Sales Internship) at UF or via an approved study abroad program.

Flexible learning courses will not count toward the minor.

REQUIRED COURSES

Code	Title	Credits
ACG 2021	Introduction to Financial Accounting	4
Select one:		4
ECO 2013	Principles of Macroeconomics	
ECO 2023	Principles of Microeconomics	
MAR 2401	Sales Seminar	1
MAR 3023	Principles of Marketing [1]	4
MAR 3400	Professional Selling [1]	4
MAR 4403	Sales Management	4
MAR 494X	Sales Internship	1-3
Total Credits		**22-24**

[1] Course has prerequisites.