



Department of Marketing Management  
Professional Sales Minor  
For students entering under UG catalog 2023-2024

Application to the minor in Professional Sales is open to all university students, with the exception of Marketing majors, who have a minimum 2.50 GPA and at least 24 credit hours at Virginia Tech. In addition to fulfilling the requirements of their individual majors, students must complete the minor with at least a 2.0 in the 21 credit hours required for the minor. The minor will be noted on the student's transcript. Students may submit minor applications online at <http://pampl.in/addminor>.

**I. REQUIRED COURSES (15 credit hours)**

- MKTG 3104: Marketing Management
- MKTG 4204: Consumer Behavior (Pre: MKTG 3104)
- MKTG 4454: Sales Force Management (Pre: MKTG 3104, 4204, 4554)
- MKTG 4554: Principles of Professional Selling (Pre: MKTG 3104)
- MKTG 4774: Advanced Professional Selling (Pre: MKTG 3104, 4204, 4554)

**II. ELECTIVE COURSES (choose two – 6 credit hours - see below)**

- MKTG 3134: Personal Well Being & Professional Success
- MKTG 3164: Introduction to Digital Marketing Strategy
- MKTG 4164: Social Media & Content Marketing (Pre: MKTG 3164)
- MKTG 4254: Product and Price Management (Pre: MKTG 3104, 4154, 4204)
- MKTG 4264: Analytics for Marketing (Pre: MKTG 3104, 4154, 4204)
- MKTG 4354: Channels and Logistics (Pre: MKTG 3104, 4204; BIT 2405, 2406)
- MKTG 4404: Field Practicum in Marketing (Pre: MKTG 3104)
- MKTG 4604: Retail Management (Pre: MKTG 3104)
- MKTG 4974: Independent Study (must be sales-focused)
- CHE/MKTG 4144: Business and Marketing Strategies for the Process Industries (Pre: ECON 2005)
- CMST 3064: Persuasion (Pre: COMM 1014)
- CMST 3124: Interpersonal Communication

**GENERAL INFORMATION:**

**Minimum GPA Requirements:** Students must complete the minor with at least a 2.0 in the 21 credit hours required for the minor.

**Prerequisite Requirements:** Some of the courses listed on this checksheet have prerequisites or restrictions, please consult the University Course Catalog or check with Pamplin Undergraduate Programs regarding prerequisites/restrictions.

**Major and Minor Courses:** No more than 50% of the graded course credits required for the Minor in Professional Sales may be double-counted by a student also enrolled in non-marketing business degree.