

Minors

Professional Selling - Minor

College of Business Administration

Department of Marketing,

Business Administration II, Room: 307S

UCF Majors other than Marketing

Admission Requirements

- Open to all UCF Majors other than Marketing
- Application to and approval by the Department of Marketing required. Limited enrollment.
- Completion of MAR 3023 with a "B" (3.0) or better prior to application to the minor.
- Completion of MAR 3391 with a "B-" (2.75) or better prior to application to the minor.
- UCF overall GPA of 2.75 or better required at time of application/admission to the minor.

Minor Requirements

- After admission to the Professional Selling minor, a grade of "C" (2.0) or better is required in all marketing courses taken to satisfy the minor.
- Four courses required for the Professional Selling minor (MAR 3391, MAR 4418, MAR 4415C, MAR 4413C) must be earned at UCF within the Department of Marketing.

Prerequisite Courses

- Students must satisfy each course's prerequisites before enrolling in the class.

Required Courses (18 hrs)

MAR 3023	Marketing	3 hrs
MAR 3391	Professional Selling	3 hrs
MAR 3611	Marketing Analysis and Research Methods	3 hrs
MAR 4413C	Strategic Issues in Sales	3 hrs
MAR 4415C	Advanced Professional Selling	3 hrs
MAR 4418	Strategic Sales Force Management	3 hrs

Restricted Electives

- None

Foreign Language Requirements

- None

Total Semester Hours Required

- 18

Other Requirements

- Grades below "C" (2.0) or "S" grades from other institutions are not accepted.
- Courses taken at Florida College System institutions do not substitute for upper division courses.
- Courses transferred must be formally evaluated for equivalency credit. The student must provide a course syllabus and any other supporting information with his/her petition for this evaluation.
- No credit by exam (TSD, Military credit) may be used. Independent Study or Directed Research credit cannot be used toward the Professional Selling minor.
- A maximum of 3 credit hours of the listed required courses for the Professional Selling minor can be counted towards the degree requirements of another major or minor degree program. MAR 3407 does not substitute for MAR 3391 in the Professional Selling minor.