

PROFESSIONAL SALES AND BUSINESS DEVELOPMENT MINOR 2023–2024 INFORMATION

Program Highlights

- Open to all students from all majors
- Creates career opportunities for all majors
 - Expand job possibilities related to both technical and non-technical majors
 - Open new opportunities not only in sales & business development but also in other areas—e.g., management consulting, account management, private equity, startups, etc.
- Sixteen credits from McCombs School and Moody College include
 - Marketing foundations course (3 credits)
 - Communication skills foundations course (3 Credits)
 - Introductory and advanced sales skills courses (6 credits)
 - Numerous elective options (4 credits)
- Corporate support from well-known firms including Keurig Dr. Pepper, Paycom, Hershey's, UiPath, Alert Media, Dell, etc.
 - Meetings with sales executive officers and professionals
 - Skills workshops
 - Career building networking and information

REQUIREMENTS

The Professional Sales and Business Development Minor is a joint program through the McCombs School of Business and the Moody School of Communication. However, it is open to students of all majors and we encourage applications from a wide range of students. More information and application at:

www.mcombs.utexas.edu/Departments/Marketing/Professional-Sales-Minor

At minimum students must:

- have a cumulative University GPA of at least 3.00 (requirement may be waived by committee)
- be recognized by the University as either in their Sophomore or Junior years.
- have elected to be under the 2020-2022 course catalog. **Check with your advisor to determine how this will affect your course of study.**

Admission to the minor is based on a student's overall academic record, including but not limited to hours and rigor of courses taken in residence, cumulative GPA, and demonstrated interest. Participation across majors will be taken into consideration.

FULFILLING THE MINOR

Admitted Students must contact their home college to have the Sales and Business Development Minor added to their degree audit profile, otherwise, they cannot receive transcript recognition upon completion of the requirements.

To fulfill the minor, students must complete **16 semester hours of coursework** as described below. Students must earn a combined grade point average of at least 3.00 in these courses. All required minor coursework must be completed in residence at The University of Texas at Austin (with an exception to the approved course list below). All coursework must be taken on a letter-grade basis (unless the course is only offered on a pass/fail basis) and completed in conjunction with the student's major requirements at the time of graduation. The University requires at least nine hours of the minor to be coursework not used to satisfy the requirements of the student's major. Registration for any of these courses requires that prerequisite course requirements are met.

Professional Sales and Business Development Minor Courses

| Category | Course | Summer 2023 Unique | Fall 2023 Unique | Spring 2024 Unique |
|--|--|--------------------|------------------|--------------------|
| Foundational Marketing Course (must take one) | Foundations of Marketing (MKT w320F-WB) | 72020 | 06350 & 06355 | 05900 & 05905 |
| | Principles of Marketing (MKT f337, 337, 337-WB) | 72025 | 06370 to 06380 | 05910 to 05955 |
| | Principles of Marketing Honors (MKT 337H) | • | • | 05960 & 05965 |
| | Principles of Marketing-UTNY (MKT w337) | 72030 | • | 05970 |
| Foundational Communication Course (must take one) | Professional Communication Skills (CMS 306M & 306M-WB) | • | 08355 to 08455 | 08000 to 08065 |
| | Business Communications: Oral and Written (BA f324, s324, 324) | 70730 & 70900 | 01890 to 02290 | 01890 to 02000 |
| | Business Communications: Oral & Written Honors (BA 324H) | • | 02295 to 02330 | • |
| Foundational Sales Skills (must take at least one, may take second as elective credit) | Building Sales Relationships (CMS 337) | • | 08595 | 08195 |
| | Professional Selling and Sales Management (MKT 363) | • | 06440 | 05985 |
| Advanced Sales Topics (must take at least one, may take second as elective credit) | Sales Strategy and Steering (MKT 354 or 372) | • | • | • |
| | Sales Management and Strategy (MKT 372) | • | • | 06030 |
| | Customer Analytics and Database Marketing / Data Analytics for Marketing (MKT 372) | • | • | 06085 |
| | Theories of Persuasion (CMS s332K-WB & 332K) | 72790 | 08580 | 08180 |
| | Strategic Sales and Event Planning (CMS 335) | • | • | 08190 |
| Additional Sales Approved Electives (total of 16 credits) | Social Media (ADV f369-WB & 369) | 72435 | • | 07020 |
| | Consumer Behavior (MKT 372.2) | • | • | 06034 |
| | Consumer Behavior in a Digital World (MKT 372.17) | • | • | 06060 |
| | Lying and Deception (CMS s344K-WB & 344K) | 72795 | 08630 | 08225 |
| | Business to Business Marketing (MKT 372.16) | • | 06525 | • |
| | Internship in Communication Studies (CMS w370K-WB & 370k-WB)**** | 72745 | 08740 | 08340 |
| | Marketing Channels (MKT 372) | • | • | 06020 |
| | Negotiating Sale Solutions (MKT 178.2) | • | • | • |
| | Selling in Media and Arts Industries (CMS 1XX) | • | • | • |
| | Data Storytelling and Visualization (MKT 178.1) | • | 06585 | • |
| | Storytizing for Persuasive Selling (MKT 178) | • | 06575 | • |
| | Influencer Marketing (MKT 178) | • | • | • |
| | Sales Driving Business to Business Strategy (MKT 178) | • | • | • |
| | Art and Science of Negotiation (MAN 337.21) | • | 06040 | 05525 & 05530 |
| | Professional Purchasing and Procurement (MKT 178)** | • | • | • |
| | Strategy Consulting for Marketers (MKT 372.26) | • | • | • |
| | Integrated Marketing Communications (MKT 372.13) | • | • | • |
| | Marketing Practicum (MKT 366P) | • | • | 05990 |
| | Communication and Sales (CMS 1XX)** | • | • | • |
| | Website Analytics/ Social Engagement (MKT 178) | • | • | • |
| | Advanced Presentation Skills (CMS 320) *** | • | 08550 | • |
| | Brand Storytelling (ADV 339L-WB) | • | 07430 | 06935 |
| | Data for Business Influence (MKT 178) | • | Yes | • |
| | Using Community Technology at Work (CMS 346) | • | • | 08245 |

* Students in the McCombs school may substitute MKT 337 for MKT 320F and BA 324 for CMS 306M. For students majoring in Marketing, nine hours for the PSBD minor must be taken in addition to and different from the MKT electives taken for the major. Although seats will usually be reserved for students in the minor, some courses may have limited seats or restrictions. On extremely rare occasions, other courses may be considered for substitution, as approved by PSBD Minor Committee. Contact salesminor@austin.utexas.edu with any questions.

** note that this course is not yet offered.

***expected to be added as officially counting toward minor starting in fall 2023.