

PROFESSIONAL SALES AND BUSINESS DEVELOPMENT MINOR 2022-2023 ACADEMIC YEAR INFORMATION

Program Highlights

- Open to all students from all majors
 - Leverages any major with practical skills in
 - Communication
 - Marketing and business analysis
 - Problem solving
 - Networking and relationship building
 - Motivation
 - Creates career opportunities
 - Expand job possibilities related to both technical and non-technical majors
 - Open new doors for growing opportunities regardless of major
 - 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, Alert Media, AT&T, Dairy Max, Dell, John Hancock, Logic Monitor, NI (National Instruments), Paycom, Podium, Ricoh, Silicon Labs, UiPath, and Venturis.
 - Meetings with sales executive officers and professionals
 - Skills workshops
 - Career building networking and information
 - Assistance with information on career opportunities
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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:

<https://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 (or later) course catalog. **Check with advisor to determine how this will affect 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, demonstrated interest, and University of Texas grade point average. No more than 40 students will be admitted per year and no more than 120 in the minor at any time. Admission decisions are based upon cumulative GPA and participation across majors.

FULFILLING THE MINOR

Admitted Students must contact their home college to have the approved minor added to their degree audit profile, otherwise they cannot receive transcript recognition upon completion of the requirements. To fulfill the Professional Sales and Business Development Minor, students must complete **16 semester hours of coursework** as described below. Students must earn a combined grade point average of at least 2.00 in these courses. At least half of the required minor coursework must be completed in residence at The University of Texas at Austin. All coursework must be taken on the 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 requirements of the student's major. Registration for any of these courses requires that prerequisite course requirements are met. See official catalog description here:

<https://catalog.utexas.edu/undergraduate/business/minor-and-certificate-programs/>

Professional Sales and Business Development Minor Courses.

Category	Course	Fall 2022 Unique	Spring 2023
Foundational Marketing Course (must take one)	Foundations of Marketing (MKT 320F-WB)	06235 and 06240	06000 and 06005
	Principles of Marketing (MKT 337)	06245 to 06295 06300 (New York)	06010 to 06070 and 06064
	Principles of Marketing – Honors (MKT 337H)		06065 & 06070
Foundational Communication Course (must take one)	Professional Communication Skills (CMS 306M)	08185 to 08260	08010 to 08090
	Business Communications: Oral and Written (BA324)	02075 to 02150	01835 to 01919
Foundational Sales Skills (must take at least one, may take second as elective credit)	Building Sales Relationships (CMS 337)	08415	08219
	Professional Selling and Sales Management (MKT 363)	06320	06090
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)	•	06155
	Customer Analytics and Database Marketing / Data Analytics for Marketing (MKT 372)		06195
	Theories of Persuasion (CMS 332K -WB)	08405	08210
	Strategic Sales and Event Planning (CMS 335)	•	08215
	Analytical Tools for Sales (MKT 363)**	•	•
Additional Sales Approved Electives (to total of 16 credits)	Social Media (ADV 369)	07435	•
	Consumer Behavior (MKT 372.2)	•	06163
	Consumer Behavior in a Digital World (MKT 372.17)	•	•
	Lying and Deception (CMS 344K)	08450	08255
	Business to Business Marketing (MKT 372.16)	06390	•
	Internship in Communication Studies (CMS 370K)****	08530	08355
	Marketing Channels (MKT 372)	•	06145
	Negotiating Sale Solutions (MKT 178.2)	•	•
	Selling in Media and Arts Industries (CMS 1XX)	•	•
	Data Storytelling and Visualization (MKT 178.1)	06445	•
	Storytizing for Persuasive Selling (MKT 178)	06450	•
	Influencer Marketing (MKT 178)	•	•
	Sales Driving Business to Business Strategy (MKT 178)	•	06215
	Art and Science of Negotiation (MAN 337.21)	05960	05610 and 05615
	Professional Purchasing and Procurement (MKT 178)**	•	•
	Strategy Consulting for Marketers (MKT 372.26)	06435	•
	Integrated Marketing Communications (MKT 372.13)	•	06175
	Marketing Practicum (MKT 366P)	06325	06095
	Communication and Sales (CMS 1XX)**	•	•
	MKT 178 WBSITE ANLYTCS/SOC ENGAGMNT	•	•
	Advanced Presentation Skills (CMS 320) ***	•	•
	Brand Storytelling (ADV339L)	•	07020
Using Community Technology at Work (CMS 346)	•	08260	

* Other courses may be considered for substitution, as approved by PSBD Minor Committee. 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. Work with your advisor to ensure your coursework in the minor count in your overall degree plan. Although seats will usually be reserved for students in the minor, some courses, at some times, may have limited seats or restrictions.

** note that this course is not yet offered.

***These courses are expected to be added as officially counting toward minor. Contact salesminor@austin.utexas.edu to inquire about prior approval.

****Students who are not part of CMS must first email Jeffrey Treem at jtream@austin.utexas.edu to waive specific prerequisites to register for CMS370K. Upper division standing (Junior / Senior) and a GPA of 2.5 or above will still be required to enter.

Website for more information: <https://www.mcombs.utexas.edu/Departments/Marketing/Professional-Sales-Minor> Contact us at: salesminor@austin.utexas.edu