

# PROFESSIONAL SALES AND BUSINESS DEVELOPMENT MINOR 2024–2025 INFORMATION

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## 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, MongoDB, Hershey's, UiPath, Gartner, Dell, etc.
  - Meetings with sales executive officers and professionals
  - Skills workshops
  - Career building networking and information

## REQUIREMENTS

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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:

[www.mcombs.utexas.edu/Departments/Marketing/Professional-Sales-Minor](http://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

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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. No course substitution will be allowed. 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 2024 Unique	Fall 2024 Unique	Spring 2025 Unique
Foundational Marketing Course (must take one)	Foundations of Marketing (MKT w320F-WB)	71995	06164 to 06170	
	Principles of Marketing (MKT f337, 337, 337-WB)	72000	06175 to 06225	
	Principles of Marketing Honors (MKT 337H)	•	06230 to 06240	
	Principles of Marketing-UTNY (MKT w337)	•	•	
Foundational Communication Course (must take one)	Professional Communication Skills (CMS 306M & 306M-WB)	•	08135 to 08235	
	Business Communications: Oral and Written (BA f324, s324, 324)	70830 & 70935	01915 to 02025	
	Business Communications: Oral & Written Honors (BA 324H)	•	02030 to 02065	
Foundational Sales Skills (must take at least one, may take second as elective credit)	Building Sales Relationships (CMS 337)	•	08365	
	Professional Selling and Sales Management (MKT 363)	•	06275	
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 354.5)	•	•	
	Customer Analytics and Database Marketing / Data Analytics for Marketing (MKT 354.26)	•	•	
	Theories of Persuasion (CMS s332K-WB & 332K)	72670	08350	
	Strategic Sales and Event Planning (CMS 335)	•	08360	
Additional Sales Approved Electives (total of 16 credits)	Social Media (ADV f369-WB & 369)	72315	07405	
	Consumer Behavior (MKT 354.6)	•	•	
	Consumer Behavior in a Digital World (MKT 354.7)	•	•	
	Lying and Deception ( <i>how to detect</i> ) (CMS s344K-WB & 344K)	72609	08395	
	Business to Business Marketing (MKT 354.9)	•	06520	
	Internship in Communication Studies (CMS w370K-WB & 370k-WB)	•	08515	
	Marketing Channels (MKT 354.4)	•	•	
	Negotiating Sale Solutions (MKT 178.2)	•	•	
	Selling in Media and Arts Industries (CMS 1XX)	•	•	
	Data Storytelling and Visualization (MKT 178.1)	•	06405	
	Storytizing for Persuasive Selling (MKT 178)	•	06400	
	Influencer Marketing (MKT 178)	•	•	
	Sales Driving Business to Business Strategy (MKT 178)	•	•	
	The Art and Science of Negotiation (MAN 372T.21)	•	05820	
	Professional Purchasing and Procurement (MKT 178)*	•	•	
	Strategy Consulting for Marketers (MKT 354.10)	•	06255	
	Integrated Marketing Communications (MKT 354.8)	•	•	
	Marketing Practicum (MKT 366P)	•	•	
	Communication and Sales (CMS 1XX)*	•	•	
	Website Analytics/ Social Engagement (MKT 178)	•	•	
	Advanced Presentation Skills (CMS 320)	•	08329	
	Brand Storytelling (ADV 339L-WB)	•	07310	
	Using Community Technology at Work (CMS 346)	•	08400	
Data for Business Influence (MKT 178)	•	06390		
Essentials of AI for Life and Society (CS 109)	•	•		
Applied Analytics (MKT 372)	•	06300		

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. Course substitution will not be considered.

Contact [salesminor@austin.utexas.edu](mailto:salesminor@austin.utexas.edu) with any questions.

\* note that this course is not yet offered.