

Professional Sales and Business Development Minor

The Professional Sales and Business Development Minor is open to students of all majors and is offered as a collaboration between McCombs School of Business and the Moody College of Communication. This minor provides theory, frameworks, and tools to help students a) develop skills in analysis, communication, presentation, and persuasion to allow them to effectively sell ideas, products, and services in any professional environment; b) develop resources and academic credentials to pursue sales-related careers; c) understand the role of professional selling in marketing, business, and related organizations.

Admission to the minor will be competitive. Review will be based on factors such as a student's overall academic record, including but not limited to hours and rigor of courses taken in residence, demonstrated interest, and The University of Texas grade point average.

Total Hours Required: 16 Requirements

Requirements are listed in the table below. Additional requirements may follow the table, so be sure to read the entire page. Some required courses listed below may also satisfy [General Education](#) requirements, including [Core Curriculum](#). Students should also review the [University's Undergraduate Minor and Certificate Requirements and Policies](#).

Code	Title	Hours
Foundations Courses		
Hours chosen from:		3
MKT 320F	Foundations of Marketing	
MKT 337	Principles of Marketing	
MKT 337H	Principles of Marketing: Honors	
Hours chosen from:		3
CMS 306M	Professional Communication Skills	
B A 324	Business Communication: Oral and Written	
B A 324H	Business Communication: Oral and Written: Honors	
Foundational Sales Courses		
CMS 337	Building Sales Relationships	3
or MKT 363	Professional Selling and Sales Management	
Advanced Sales Topics Courses		
Hours chosen from:		3
CMS 335	Strategic Sales and Event Planning	
MKT 354.2	Sales Strategy and Steering	
MKT 354.3	Analytical Tools for Sales	
MKT 354.5	Sales Management and Strategy	
MKT 354.26	Data Analytics for Marketing	
MKT 354.4	Marketing Channels	
Additional Coursework		
Hours chosen from: Foundational Sales, Advanced Sales Topics, or Sales-Related Elective		4
Sales-Related Elective Courses		
ADV 339L	Brand Storytelling	
ADV 369	Social Media	
CMS 332K	Theories of Persuasion	

CMS 344K	Lying and Deception
CMS 346	Using Communication Technology at Work
CMS X70K	Internship in Communication Studies
MAN 372T.21	The Art and Science of Negotiation
MKT 354.6	Consumer Behavior
MKT 354.8	Integrated Marketing Communications
MKT 354.9	Business to Business Marketing
MKT 354.7	Consumer Behavior in a Digital World
MKT 354.11	Strategy Consulting
MKT 366P	Marketing Practicum
MKT X78	Marketing Micro-topics (any topic)

Total Hours **16**

Additional Requirements and Policy

- Other courses may be considered for substitution, as approved by the Professional Sales and Business Development Minor Committee.
- For students majoring in marketing, nine hours for the Professional Sales and Business Development minor must be taken in addition to and different from the marketing electives taken for the major.
- Marketing majors are encouraged to take the CMS and ADV course options for the Foundational Sales courses and Sales-Related elective courses.