

## MINOR IN PROFESSIONAL SALES

The minor in Professional Sales is designed to offer a basic understanding of Professional Sales topics for students who are not enrolled in the School of Business or intending to pursue a business degree.

### Requirements:

- A minimum of five (5) 3-credit 3000-4000 Junior/Senior - level Business Courses, which must include BADM 3750 (or MKTG 3101), BADM 3752, BADM 4753, and BADM 4754 (see reverse side for a list of BADM courses that may be used to fulfill the additional 3 credit course requirement).
- Prerequisites for BADM 3750 include: ACCT 2001; ECON 1200 OR both ECON 1201 and ECON 1202; MATH 1070Q or MATH 1071Q or MATH 1120Q or MATH 1121Q or MATH 1131Q or MATH 1151Q; and STAT 1000Q or STAT 1100Q or STAT 3025Q; *Open to juniors or higher. Not open to students who have passed or are taking MKTG 3101.*
- A 'C' (2.0) grade or better in each course to be counted toward the minor.
- Courses used to fulfill the requirement for the professional sales minor may not also be used to fulfill the requirements for either the entrepreneurship or business minor. Note: Accreditation standards restrict students who are not majors in the School of Business to no more than 21 credits of coursework offered by the School of Business.

### Additional Details:

- Suggested timeline for completion of courses: all pre-requisites for BADM 3750 by the end of the 4<sup>th</sup> semester. BADM 3750: 5<sup>th</sup> semester; BADM 3752: 6<sup>th</sup> semester; BADM 4753: 7<sup>th</sup> semester; BADM 4754 8<sup>th</sup> semester.
- A maximum of one three-credit hour course can be applied toward the minor from outside the University of Connecticut.
- A maximum of one three-credit hour course can be applied toward the minor from a UConn Study Abroad Program or a National Student Exchange Program.
- Internship credit(s)/course(s) **cannot** be used to satisfy requirements of the Professional Sales minor.
- **There can be no declaration of the minor prior to a student's last semester.**
- The Plan of Study for the Minor in Professional Sales must be submitted during the student's last semester when the student is in the process of completing or has completed the minor.
- Since registration in business courses appropriate for the minor is on a space available basis, the School of Business cannot guarantee completion of the minor.
- No student in the School of Business can complete both a major and a minor in Business or Professional Sales.

**Many BADM courses** are *not* open to students in the School of Business. These courses may not be used to meet course or grade point average graduation requirements for School of Business majors, either as core business requirements or as required business electives.

## PLAN OF STUDY – MINOR IN PROFESSIONAL SALES

**DIRECTIONS:** Complete the following information and turn in 2 copies of this sheet, with a copy of your **UNOFFICIAL TRANSCRIPT**, highlighting the business courses you are using to meet the minor, attached. Submit your plan of study sheet with attached transcripts during the first four weeks of the semester in which you intend to graduate.

Name \_\_\_\_\_ Major \_\_\_\_\_ Anticipated Graduation Date \_\_\_\_\_ / \_\_\_\_\_  
Mo/Yr

Student ID # \_\_\_\_\_ Local Address \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

### Business courses being used to complete the minor – please list them below:

<u>Grade</u>	<u>Dept</u>	<u>No.</u>	<u>Course Title</u>
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#### **Required to complete:**

_____	BADM	3750 (or MKTG 3101)	<u>Introduction to Marketing Management</u>
_____	BADM	3752 (or MKTG 3452)	<u>Professional Selling</u>
_____	BADM	4753 (or MKTG 3453)	<u>Advanced Professional Sales</u>
_____	BADM	4754 (or MKTG 3454)	<u>Sales Management and Leadership</u>

**Business Electives** - choose any 3000/4000-level 3 credit BADM or Business courses; see reverse side for recommended electives.

Bring to: BUSN Room 121, or Mail to: School of Business Undergraduate Programs Office  
2100 Hillside Road, Unit 1041  
Storrs, CT 06269-1041

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*For School of Business Use Only*

Signature of Assistant Dean, School of Business

Date

[Effective Winter 2009]

***Interested students must complete the listed requirements; the elective is not limited to the courses listed below. Please check the student admin for current BADM course listings open to non-business students.***

**REQUIRED COURSES INCLUDE:**

**BADM 3750. Introduction to Marketing Management** *Three credits. Prerequisites: ACCT 2001; ECON 1200 OR both ECON 1201 and ECON 1202; MATH 1070Q or MATH 1071Q or MATH 1120Q or MATH 1121Q or MATH 1131Q or MATH 1151Q; and STAT 1000Q or STAT 1100Q or STAT 3025Q; Open to juniors or higher. Not open to students who have passed or are taking MKTG 3101.* An introduction to the marketing system, its foundations and institutions. Students are exposed to product, promotion, price, and distribution decision areas, strategic alliances, relationship marketing, and total marketing quality.

**BADM 3752. Professional Selling** *Three credits. Prerequisite: MKTG 3101 or BADM 3750; Open to juniors or higher.* Focuses on the tactical and strategic aspects of the professional selling process with particular emphasis upon managing the complex sale. Topics include account entry strategies, effective investigative techniques, objection prevention, the client decision process, negotiation skills, and account development strategies. Learning tools will include: participant interaction, role plays, work groups, and case studies.

**BADM 4753. Advanced Professional Sales** *Three credits. Prerequisite: MKTG 3101 or BADM 3750 and BADM 3752; Open to juniors or higher.* Not open to students who have passed or are currently enrolled in or MKTG 3453. May not be used to satisfy Junior-Senior level major requirements of the School of Business. Students need a laptop computer with an internet browser. This course develops two key abilities of successful professional salespeople: the ability to develop and work in sales teams, and the ability to use Customer Relationship Management (CRM) sales concepts and technology to maximize the effectiveness and efficiency of selling efforts across a portfolio of sales opportunities. This experiential course expands on the concepts mastered in Professional Selling during a semester-long, business-to-business team selling role play.

**BADM 4754. Sales Management and Leadership.** *Three credits. Prerequisite: MKTG 3101 or BADM 3750 and BADM 3752; Open to juniors or higher.* Not open to students who have passed or are currently enrolled in or MKTG 3454. May not be used to satisfy Junior-Senior level major requirements of the School of Business. This course provides students with the techniques and skills to understand and engage in sales force management (with particular emphasis on organizing the sales force, recruiting, training, compensation, motivation, forecasting, territory design, evaluation, and control), and to develop strong leadership abilities. Learning tools include: experiential learning, work groups, case studies, and the development and presentation of a sales and marketing plan.

**STRONGLY RECOMMENDED ELECTIVE COURSES:**

**BADM 3710. Principles of Managerial Accounting** *Three credits. Prerequisite: ACCT 2001; open to juniors or higher. Not open to students who have passed or are taking ACCT 2101.* A survey of internal reports to managers for use in planning and controlling operating systems, for use in decision-making, formulating major plans and policies, and for costing products for inventory valuation and income determination.

**BADM 3720. Business Law** *Three credits. Prerequisite: Open to juniors or higher. Not open to students who have passed or are taking BLAW 3175.* The meaning of law and the structure of the American legal system are studied with a view toward the impact of law upon the operation of American business. Key philosophies of ethics and social responsibility are examined through the lens of stakeholder analysis and other analytical tools. Major aspects of government regulation of business such as products liability, securities regulation, worker protection, and intellectual property issues are also explored. Also examines fiduciary duty and tort liability.

**BADM 3730. Financial Management** *Three credits. Prerequisite: ACCT 2101 or BADM 3710, which may be taken concurrently; ECON 1200 or both 1201 and 1202; MATH 1070; STAT 1000 or 1100; open to juniors or higher. Not open to students who have passed or are taking FNCE 3101.* An introductory examination of how a business plans its needs for funds, raises the necessary funds, and invests them to attain its goals.

**BADM 3740. Managerial and Interpersonal Behavior** *Three credits. Prerequisite: Open to juniors or higher. Not open to students who have passed or are taking MGMT 3101* Topics covered include individual work motivation, interpersonal communications in organizations, team building and group processes, leadership, decision-making, and understanding and managing cultural diversity. Classes will emphasize interpersonal and leadership skill-building through the inclusion of exercises which rely on active participation of class members.

**BADM 3742. New Venture Management** *Three credits. Prerequisite: Open to juniors or higher. Not open to Business majors. Not open to students who have passed or are taking MGMT 3235.* Examines the process of getting a new venture started, growing the venture, successfully harvesting it and starting again. Students investigate the special problems of newly formed firms via case study and analysis of successful and unsuccessful business plans. Acquaints students with the unique strategic problems faced by new ventures and prepares them to evaluate new venture plans.

**BADM 3756. Product and Price Policies** *Three credits Prerequisites: MATH 1071 or 1122 or 1132; STAT 1000 or 1100; MKTG 3101 or BADM 3750; Open to juniors or higher.* Consideration in depth of the product and price variables as elements of marketing strategy and tactics. Emphasis will be placed on conceptual as well as decision-making aspects. The roles of technology, social change, innovation and creativity are included in the treatment of product. Institutional, behavioral, governmental and economic factors are included in the treatment of price.

**BADM 3755. New Media Marketing Strategies.** *Three credits. Prerequisite: MKTG 3101 or BADM 3750; Open to juniors or higher. Not open to students who have passed or are taking MKTG 3665.* May not be used to satisfy Junior-Senior level major requirements of the School of Business. This course provides students with both an understanding of the role of media in marketing strategy and how to use new media to understand and communicate with consumers using new media. Particular attention will be on how companies can and do leverage new media to develop a competitive advantage in the marketplace, and how consumers use new media to engage in and co-create marketplace experiences.