

SALES MINOR

Offered at: San Luis Obispo Campus

Through the Sales minor, students learn how to build and maintain business relationships, sell, manage, and lead. Students develop important career building connections through mentors, internships and a practicum to receive the knowledge and experience necessary to succeed in their career. The program is open to all Cal Poly undergraduate majors.

Program Learning Objectives

1. Develop skills necessary to be successful in a professional sales career.
2. Construct and develop productive customer relationships.
3. Use and apply the technology designed to support the professional sales process.
4. Demonstrate and effectively communicate product and service value propositions.
5. Develop skills necessary to effectively interact with sales executives.

Minor Requirements and Curriculum

The minor must be completed prior to, or at the same time as, the requirements for the bachelor's degree. A major and a minor may not be taken in the same degree program, and a minor is not required for a degree. Requirements for the minor include:

- At least half of the units must be from upper-division courses (3000-4000 level).
- At least half of the units must be taken at Cal Poly (in residence).
- No more than one-third of the units will be taken with credit-no credit grading (CR/NC), not counting courses with mandatory CR/NC. Departments may further limit CR/NC grading if desired.
- A minimum 2.0 GPA is required in all units counted for completion of the minor.

Code	Title	Units
REQUIRED COURSES		
BUS 3347	Professional Selling Skills	3
BUS 3348	Technology-Based Professional Sales	4
BUS 4466	Sales Practicum	4
Approved Electives		
Select from the following: ¹		6-7
AGB 3309	Advanced Sales Techniques	
BUS 3396 & 3396A	Consumer Insights and Consumer Insights Project	
BUS 4430	Internship/Cooperative Education	
BUS 4489	Negotiation	
COMS 3305	Persuasion	
ITP 4406	Business-to-Business Complex Solutions Selling	
Total Units		17

¹ BUS 3396A is a required corresponding activity course if BUS 3396 is selected, combined total of 4 units.