

PROFESSIONAL SALES MINOR

This program is available at the following locations:

- Corvallis
- Ecampus

The Professional Sales minor provides students with skills necessary for success in a sales career, and more broadly, skills useful for building mutually beneficial professional relationships. The ability to sell—that is, the ability to effectively communicate the value of an idea, product, service, or person, and to create win-win situations—is vital to success in a wide variety of positions and career options, including for-profit industry, non-profit organizations, government, and more. Further, many high-level executives and organization leaders start their careers as salespeople and rise to the top of their professions by effectively using sales skills.

Professional selling is the process of initiating, developing, and enhancing customer relationships, and meeting needs by creating, communicating, and delivering value. It consists of a sequence of activities, including: prospecting for potential customers, gaining an understanding of customer needs, communicating the value of an offering as a means of satisfying those needs, earning commitment from a customer, and maintaining and enhancing long-term customer relationships.

Minor Code: 817

Upon successful completion of the program, students will meet the following learning outcomes:

- Explain how marketers segment markets, choose customer segments to target, and use the marketing mix to position offerings.
- Analyze problems using marketing frameworks and theories.
- Justify a course of action using professional communication techniques.
- Develop personal selling strategies for various sales situations using appropriate tools and skills.
- Apply effective questioning techniques and active listening to discover stakeholders' needs, motivations, and values.

Code	Title	Credits
Required Core		
BA 251	+MANAGING ORGANIZATIONS ¹	4
or BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	
BA 390	PRINCIPLES OF MARKETING ¹	4
or BA 223	PRINCIPLES OF MARKETING	
MGMT 455	INFLUENCE AND NEGOTIATION	4
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	4
MRKT 488	PROFESSIONAL SALES	4
MRKT 489	PERSONAL SELLING SKILLS AND TECHNIQUES	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	4
Total Credits		32

+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

¹ Courses require a grade of C or higher

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