

SALES MINOR

The School of Business offers a Minor in Sales in order to:

1. Promote the development of knowledge and skills in the art of sales (and secondary arts, such as fundraising) among students. Recent statistics show roughly 70% of all business school graduates will be placed in a sales or sales related job within the first two jobs after graduation. Further statistics show that graduates with knowledge of sales techniques outperform their peer group.
2. Promote connection with the business community to encourage placement of Benedictine graduates into sales and fundraising positions.
3. Prepare students from across the College community for positions requiring sales and fundraising skills. To enable students from Theology, Political Science, and other disciplines who are placed in fundraising positions for non-profits, NGO's, political campaigns, or other organizations to understand the practices and skills related to fundraising.

Courses required for the Sales minor:

Code	Title	Hours
MKTG-3100	Principles of Marketing	3
MKTG-3250	Sales & Negotiation Techniques	3
MKTG-3260	Sales Analytics & Compensation	3
MKTG-4250	Sales Management	3
MKTG-4260	Cust Relat Mgmt & Key Acct Mgmt	3
MKTG-4290	Principles of Fundraising	3
Total Hours		18