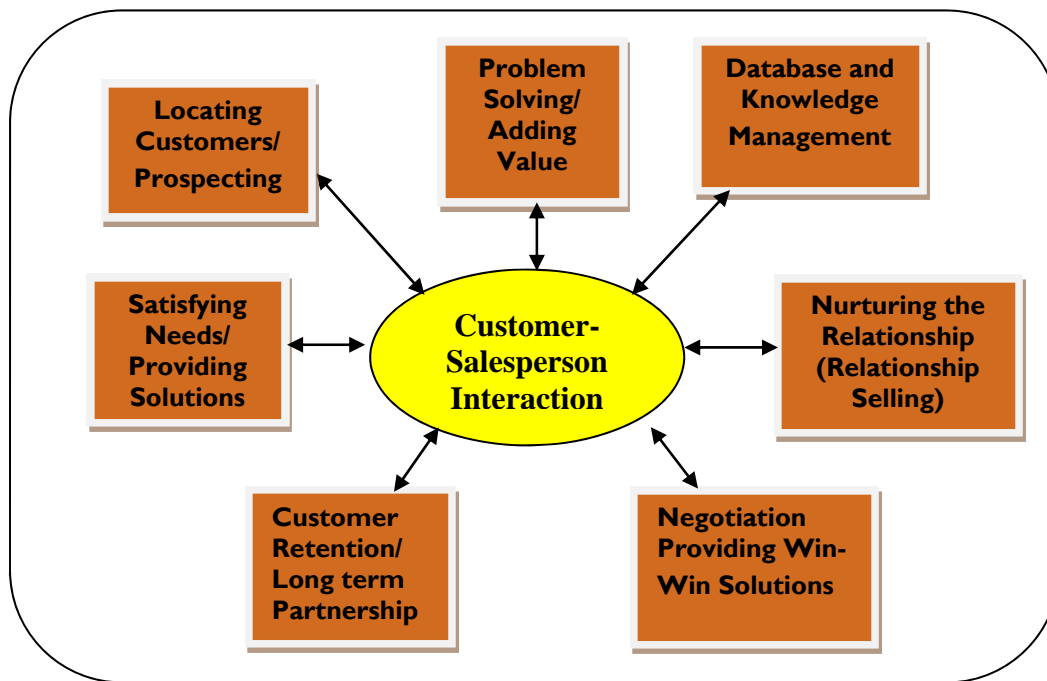


## Professional Selling Minor - Department of Marketing and Supply Chain Management

Professional Selling involves helping customers identify problems, offering information about potential solutions, and providing after-sale service to ensure long-term satisfaction. Developing mutually beneficial, long-term relationships is vital to all of us. The PS minor provides students with an understanding of key concepts and principles for building long-term relationships through a customer centric philosophy.

### The Professional Selling Process: A Customer Centric Approach



**For students with a major outside of the Fogelman College of Business: 18 total hours required**

#### **Required Courses (12 hours)**

MIS 2749- Intro to Business Microcomputers  
MKTG 3010- Principles of Marketing  
MKTG 3410- Consultive Selling  
MKTG 4470- Negotiation Skills

#### **Elective Courses (Six hours, choose two)**

MKTG 2610- Introduction to Supply Chain Mgmt  
MKTG 3012- Consumer Behavior  
MKTG 3140- Advertising/Sales Promotion  
MKTG 3320- Retailing Fundamentals  
MKTG 4411- Sales Internship

**For students within the Fogelman College of Business: 9 total hours required**

#### **Required Courses (Six hours)**

MKTG 3410 and 4470

#### **Elective Courses (Three hours, choose one)**

MKTG 2610, 3012, 2140, 3320, OR 4411

For more information, please contact the Department Chair, Dr. Marla Stafford ([mstaffrd@memphis.edu](mailto:mstaffrd@memphis.edu)) or the Program Coordinator, Dr. Alan Bush ([alanbush@memphis.edu](mailto:alanbush@memphis.edu)).