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) or the Program Coordinator, Dr. Alan Bush (alanbush@memphis.edu).