

APPLIED ARTS AND SCIENCES – PROFESSIONAL SELLING EMPHASIS REQUIREMENTS (BAAS)

Professional Selling

| Code | Title | Units |
|-----------------------------|--------------------------------|-----------|
| Required Courses | | |
| MARKETNG 211 | PRINCIPLES OF MARKETING | 3 |
| MARKETNG 212 | PRINCIPLES OF SELLING | 3 |
| MARKETNG 460 | ADVANCED SALES | 3 |
| Select 3 units from: | | 3 |
| MARKETNG 412 | BUSINESS TO BUSINESS MARKETING | |
| MARKETNG 431 | SALES MANAGEMENT | |
| MARKETNG 493 | INTERNSHIP IN MARKETING | |
| MARKETNG 496 | SPECIAL STUDIES | |
| Total Units | | 12 |