

Sales Leadership Minor (2025-2026)

Department of Marketing

Daniels College of Business,
suite 480
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Marketing Department Chair

Dr. Ali Besharat

Marketing Minor Advising

Daniels Undergraduate Programs
Daniels College of Business,
suite 255
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- See advisors in DCB suite 255 for course sequencing. Marketing faculty will serve as professional mentors for experiential opportunities.
- This minor is open to both business majors and non-business majors.
 - Non-business majors complete 24 credits for the minor.
 - Business majors complete 20 credits for the minor.
 - Marketing majors complete 16 credits for the minor.
 - Students interested in pursuing both the minor in Sales Leadership and the minor in Marketing must meet with a Daniels advisor in DCB suite 255 to discuss implications.
- A minor GPA of 2.00 or higher is required to graduate.
- Only grades of "C-" or higher fulfill minor requirements.
- Any minor course substitutions (e.g., independent study or internship credits) must be preapproved by the Marketing Department Chairperson. MKTG 3950 is available only to Marketing majors.
- Students pursuing two minors that both require MKTG 2800 cannot have this course count toward both minors simultaneously. Students should work with a Daniels advisor to select alternate course options to ensure the minimum credits required for each minor are earned, without overlapping courses.

Sales Leadership Minor Course Requirements

The Sales Leadership minor blends innovative sales education with practical sales experience – a combination that enables students to launch and succeed in a career in sales leadership or marketing.

Requirements for non-business majors: 24 credits

- MKTG 2800 Introduction to Marketing (4 credits): This course is a prerequisite for other Sales Leadership minor courses.
- MKTG 3110 The Power of Professional Selling (4 credits): This course is recommended before completing additional Sales Leadership minor courses.
- MKTG 3130 Selling in a Digital World (4 credits)
Prerequisite: MKTG 3110
- MKTG 3140 Sales Management and Leadership (4 credits)
- Choose two electives for a total of 8 credits:
 - MKTG 2920 Business-to-Business Marketing (4 credits)
 - MKTG 3380 Supply Chain Management (4 credits)
 - MKTG 3480 Foundations of Digital Marketing (4 credits)
 - MKTG 3640 Services Marketing (4 credits)
 - MKTG 3490 Social Media Marketing (4 credits)

Requirements for business majors pursuing a major other than Marketing: 20 credits

- MKTG 3110 The Power of Professional Selling (4 credits): This course is recommended before completing additional Sales Leadership minor courses.
- MKTG 3130 Selling in a Digital World (4 credits)
Prerequisite: MKTG 3110
- MKTG 3140 Sales Management and Leadership (4 credits)
- Choose two electives for a total of 8 credits:
 - MKTG 2920 Business-to-Business Marketing (4 credits)
 - MKTG 3380 Supply Chain Management (4 credits)
 - MKTG 3480 Foundations of Digital Marketing (4 credits)
 - MKTG 3640 Services Marketing (4 credits)
 - MKTG 3490 Social Media Marketing (4 credits)

Requirements for Marketing majors: 16 credits

- MKTG 3130 Selling in a Digital World (4 credits)
Prerequisite: MKTG 3110
- MKTG 3140 Sales Management and Leadership (4 credits)
- Choose two electives for a total of 8 credits:
 - MKTG 2920 Business-to-Business Marketing (4 credits)
 - MKTG 3380 Supply Chain Management (4 credits)
 - MKTG 3640 Services Marketing (4 credits)
 - MKTG 3490 Social Media Marketing (4 credits)

Typical Sales Leadership Minor Course Offerings by Term

| Fall | Winter | Spring |
|-----------|-----------|-----------|
| MKTG 2800 | MKTG 2800 | MKTG 2800 |
| MKTG 3110 | MKTG 3110 | MKTG 3110 |
| MKTG 2920 | MKTG 2920 | MKTG 3130 |
| MKTG 3380 | MKTG 3480 | MKTG 3140 |
| MKTG 3480 | MKTG 3640 | MKTG 3380 |
| | MKTG 3490 | MKTG 3480 |
| | | MKTG 3490 |