

Sales Management Minor

Everyone has to Sell. Sell themselves, sell their ideas, sell their organization, sell their services or products. Researchers and developers should sell their findings, not just present them. Legislators should sell their bills and ideas, not just propose them. Health care professionals should sell care, not just deliver it. Entrepreneurs and innovators have many stakeholders they must sell to bring their concepts to successful fruition.

The Sales Management Minor at Miami University will benefit all students, regardless of their chosen majors or careers. The six course curriculum is built around current and future perspectives and experience-based processes. It integrates learnings and develops skills in selling, interpersonal communications, customer perspectives, marketing integration, planning and organization, resource management and leadership.

Note: Commerce majors are not permitted to declare any Commerce minor.

Program Requirements

Code	Title	Credit Hours
CMR 105	Introduction to Marketing	3
CMR 261	Customer Service & Satisfaction	3
CMR 263	Sales and Promotions	3
CMR 362	Business to Business Marketing	3
CMR 363	Personal Selling	3
CMR 461	Sales Management	3
Total Credit Hours		18