

PROFESSIONAL SELLING

(72 HRS.)

Effective Fall 2020

COURSE	COURSE TITLE	HR	PREREQUISITE(S)	TERM OFFERED
BUSINESS CORE REQUIREMENTS:				
ACC 201	Principles of Accounting 1	3.0	Completed 18 credit hours	Fall/Spring/Summer
ACC 202	Principles of Accounting 2	3.0	ACC 201 with a grade higher than C-	Fall/Spring/Summer
BL 260	Principles of Business Law	3.0	None	Fall/Spring/Summer
ECON 201	Elementary Microeconomics	3.0	MATH 108 recommended	Fall/Spring/Summer
ECON 202	Elementary Macroeconomics	3.0	C or better grade in ECON 201	Fall/Spring/Summer
ECON 221	Business Statistics	3.0	C or better grade in MATH 111, or a passing grade (D- or better) in MATH 132, 161, or 165 and a C or higher grade in ISOM 125 or CS 104, or a passing grade (D- or better) in ISOM 210 or its equivalent, or demonstrated proficiency in Microsoft Excel by examination Parallel: ISOM 210	Fall/Spring/Summer
FIN 300	Principles of Finance	3.0	C or better grade in ACC 201	Fall/Spring/Summer
ISOM 210	Business Information Systems	3.0	None	Fall/Spring/Summer
ISOM 249	Fundamentals of Business Communications	3.0	C or better grade in ENG 104 or in ENG 114	Fall/Spring/Summer
ISOM 351	Operations Management	3.0	ECON 221 or permission of department chairperson	Fall/Spring/Summer
MATH 132	Brief Calculus	3.0	C- or better in MATH 111, or an appropriate score on the SAT/ACT or on the mathematics placement test, or permission of the department chairperson	Fall/Spring/Summer
MCOB 100	Introduction to Miller College and World of Business	1.0	Open only to Miller College of Business Core majors. Other Miller College majors by permission.	Fall/Spring
MCOB 200	Job Search Skills	1.0	Prereq: Credit in MCOB 100 Prereq or parallel enrollment in ISOM 249	Fall/Spring
MCOB 300	Transition to the Profession	1.0	Credit in MCOB 100 Prereq or parallel enrollment in MCOB 200	Fall/Spring
MGT 300	Managing Behavior in Organizations	3.0	Sophomore standing; C or better grade in ECON 116 or 201	Fall/Spring/Summer
MGT 491	Business Policy and Strategic Management	3.0	Senior standing; completion of all Miller College of Business core classes including BL 260, FIN 300, ISOM 249, 351, MGT 300, MKG 300, MATH 132 or 161 or 162 or 165 or 166. No simultaneous enrollment allowed.	Fall/Spring/Summer
MKG 300	Principles of Marketing	3.0	Sophomore standing; minimum grade of C in ECON 116 or 201	Fall/Spring/Summer
PROFESSIONAL SELLING REQUIREMENTS:				
MKG 325	Professional Selling	3.0	Minimum grade of C in ECON 116 or 201; <i>Prerequisite or parallel:</i> MKG 300	Fall/Spring
MKG 350	Market Research & Analysis	3.0	MKG 300 and ECON 221	Fall/Spring/Summer
MKG 425	Seminar in Advanced Professional Selling	3.0	MKG 300, 325; permission of the department chairperson	Fall/Spring
MKG 427	Sales Management	3.0	MKG 300, 325	Fall/Spring
MKG 429	Sales Technology Application	3.0	MKG 300, 325	Spring/Summer
Choose 3 hours of MKG electives	MKG 369-Professional Practice in Marketing	3.0	MKG 300; permission of department chairperson or internship coordinator	Fall/Spring
	MKG 432-Sales Strategy		MKG 300, 325; permission of the department chairperson	Fall
Choose 6 hours of MKG electives	MKG 310-Consumer Behavior MKG 375-Social Media Marketing MKG 470-International Marketing	6.0	MKG 300 MKG 300 MKG 300	Fall/Spring Fall/Spring Fall
Choose 3 hours of MKG electives	MKG 345-Procurement and Supply Management	3.0	MKG 300	Fall
	MKG 460-Strategic Supply Chain Management		MKG 300	Spring

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Freshman Year			
1st semester	Hrs	2nd semester	Hrs
ENG 103 or 104 (placement)	3	ENG 104 or University Core course	3
MATH 108 or 111 (placement)	3	MATH 132 (University Core Foundation)	3
MCOB 100	1	ISOM 210	3
University Core Course	3	ECON 201 (Tier 1)	3
FIN 101 & PFW 1##	1+2		
University Core Course	3	University Core Course	3
	16		15

Sophomore Year			
1st semester	Hrs	2nd semester	Hrs
ACC 201	3	ACC 202	3
ECON 202 (Tier 2)	3	ECON 221	3
ISOM 249	3	MKG 300	3
BL 260	3	MKG 325	3
MCOB 200	1	MCOB 300	1
University Core Course	3		
	16		13

Junior Year			
1st semester	Hrs	2nd semester	Hrs
MGT 300	3	MKG 350	3
Major Elective*	3	MKG 429	3
FIN 300	3	ISOM 351	3
University Core Courses	3	General elective	3
University Core Course	3	General elective	3
	15		15

Senior Year			
1st semester	Hrs	2nd semester	Hrs
MKG 427	3	MGT 49 (Tier 3)	3
Major elective*	3	MKG 425	3
Major elective*	3	Major elective *	3
General elective	3	General elective	3
University Core Course	3	General elective	3
	15		15

Minimum 120 hours

BOLD = required business courses

* = Major electives

This document is a suggested guideline; it is the student's responsibility to meet with their advisor regularly to verify all requirements are being met for graduation.

