

PROFESSIONAL SELLING

(75 HRS.)

Effective Fall 2024

COURSE	COURSE TITLE	HR	PREREQUISITE(S)
BUSINESS CORE REQUIREMENTS:			
ACC 201	Principles of Financial Accounting	3.0	Completed 15 credit hours
ACC 202	Principles of Managerial Accounting	3.0	C- or better grade in ACC 201 or D- or better grade in ACC 200
BA 205	Foundations of Business Analytics	3.0	None
BL 260	Principles of Business Law	3.0	None
ECON 201	Elementary Microeconomics	3.0	None
ECON 202	Elementary Macroeconomics	3.0	C- or better grade in ECON 201
ECON 221	Business Statistics	3.0	C- or better in MATH 110 or MATH 111 or MATH 113, or an appropriate score on the SAT/ACT or on the mathematics placement test or a passing (D- or better) in MATH 125, MATH 132, MATH 161, or MATH 165
FIN 300	Principles of Finance	3.0	C- or better grade in ECON 116 or ECON 201
ISOM 210	Business Information Systems	3.0	None
ISOM 249	Fundamentals of Business Communications	3.0	None
ISOM 351	Operations Management	3.0	Prerequisite or parallel: ECON 221 or MATH 181 or MATH 221 or MATH 320 or MATH 321 or NUR 314 or PSYS 241 or SOC 382 or equivalent
MATH 125	Quantitative Reasoning	3.0	None
MCOB 100	Introduction to Miller College and World of Business	1.0	Open only to Miller College Business majors. Other majors by permission.
MCOB 200	Job Search Skills	1.0	Prerequisite: MCOB 100. Open only to Miller College Business majors. Open only to freshmen, sophomores, and juniors. Other majors by permission.
MCOB 300	Transition to the Profession	1.0	Credit in MCOB 100 Prereq or parallel enrollment in MCOB 200. Open only to Miller College Business majors. Other majors by permission.
MGT 300	Managing Behavior in Organizations	3.0	Sophomore standing
MGT 491	Business Policy and Strategic Management	3.0	Senior standing; completion of ACC 202, BA 205, ECON 202, ECON 221, BL 260, ISOM 201, ISOM 249, ISOM 351, MGT 300, MKG 300, and FIN 300. No simultaneous enrollment allowed.
MKG 300	Principles of Marketing	3.0	Sophomore standing
PROFESSIONAL SELLING REQUIREMENTS:			
MKG 325	Professional Selling	3.0	<i>Prerequisite or parallel:</i> MKG 300
MKG 350	Market Research & Analysis	3.0	MKG 300 and ECON 221
MKG 370	Introduction to Digital Marketing Strategy	3.0	None
MKG 425	Seminar in Advanced Professional Selling	3.0	MKG 300, 325; permission of the department chairperson
MKG 432	Sales Strategy	3.0	MKG 300, MKG 325
MKG 427	Sales Management	3.0	MKG 300, 325
MKG 429	Sales Technology Application	3.0	MKG 300, 325
Choose 6 hours of electives:	ENT 214 FIN 310 LSCM 452, 460 MGT 361 MKG 310, 369, 470 RMI 270	6.0	See advisor for course requirements

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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
ISOM 210	3	MATH 125	3
MCOB 100	1	University Core Course	3
University Core Course	3	ECON 201 (Tier 1)	3
FIN 101 & PFW 1##	1+2	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	BL 260	3
MKG 300	3	MKG 325	3
MCOB 200	1	MCOB 300	1
University Core Course	3	BA 205	3
	16		16

Junior Year

1st semester	Hrs	2nd semester	Hrs
MGT 300	3	MKG 350	3
MKG 425	3	MKG 427	3
FIN 300	3	ISOM 351	3
General Elective	3	General elective	3
University Core Course	3	General elective	3
	15		15

Senior Year

1st semester	Hrs	2nd semester	Hrs
Major Elective *	3	MGT 491 (Tier 3)	3
MKG 370	3	MKG 432	3
MKG 429	3	Major elective *	3
General elective	3	General elective	3
University Core Course	3		
	15		12

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.

