

Sales

The Sales Minor at UW-Green Bay's Cofrin School of Business is designed to prepare students for success in sales-oriented roles across diverse industries. This program emphasizes the critical skills and knowledge required to navigate the complexities of the sales profession, combining theoretical understanding with practical application. Students gain a strong foundation in marketing, negotiation, sales management, and consumer behavior, which are essential for understanding market dynamics and customer interactions.

Through the program, students develop their ability to effectively communicate, negotiate, and manage customer relationships. The curriculum also offers opportunities to explore specialized areas such as business analytics, digital marketing, and data visualization, enabling students to tailor their learning experience to align with their career aspirations. These skills are invaluable in crafting persuasive pitches, resolving conflicts, and making data-driven decisions to drive sales performance.

The Sales Minor is not only a valuable complement to a business major but also enhances the career prospects of students pursuing other fields by equipping them with versatile and highly sought-after sales competencies. With a focus on practical skill development and flexibility in course selection, this program ensures graduates are well-prepared to excel in roles such as sales representative, account manager, business development associate, or customer success specialist.

By completing the Sales Minor, students position themselves as strategic thinkers and effective communicators, ready to thrive in today's competitive business landscape. This program is ideal for individuals who want to gain an edge in their careers and contribute to the success of their organizations.

Minor

Code	Title	Credits
Core Courses:		12
MKTG 322	Principles of Marketing	
MKTG 325	Negotiation and Conflict Resolution	
MKTG 327	Selling and Sales Management	
MKTG 428	Consumer Behavior	
Elective Courses (choose 2):		6
BUSAN 452	Business Analytics	
BUSAN 464	Data Visualization and Storytelling	
COMM 102	Introduction to Communication	
MKTG 345	Digital Marketing	
Total Credits		18

Faculty

Vallari Chandna; Professor; Ph.D., University of North Texas*

Allen Huffcutt; Professor; Ph.D., Texas AM University*

Sampath Kumar; Professor; Ph.D., University of Memphis, chair*

Aniruddha Pangarkar; Associate Professor; Ph.D., Texas Tech University*

David J Radosevich; Associate Professor; Ph.D., University at Albany, State University of New York*

Md Tarique Newaz; Assistant Professor; Ph.D., Texas Tech University*

Susan Craver; Assistant Teaching Professor; M.B.A., University of Wisconsin - Madison

Anup Nair; Assistant Teaching Professor; M.B.A., Birla Institute of Technology and Science (India)

Dylan Polkinghorne; Assistant Teaching Professor; M.S., University of Wisconsin - Green Bay