## Digital Marketing

### Double Major Combination Professional Sales - Only 2 Extra Classes

### Advantages of Double Major

The purpose of a double major is to allow you to diversify your knowledge and education. By adding a second major, you are better prepared and enhance your marketability and flexibility for job placement.

### Relevance in the Workplace

Everyone is in sales in some manner selling themselves, a project, or a co worker on an idea. Sales is a vital aspect of all business careers.

- Getting a promotion
- Securing approval for your internal projects/ ideas
- Obtaining resources for those projects
- Building relationships and understanding with clients

### Next Steps

Contact your advisor, Dr. Pentina, or Dr. Pullins today for more information or to update your major status.

Office of Student Retention and Academic Success
Savage & Associates Business Complex Room 3130
Phone: 419.530.2087 Fax: 419.530.5353
COBladvising@utoledo.edu

Digital Marketing: Dr. Pentina, 419-530-2093, Iryna.Pentina@utoledo.edu
Professional Sales: Dr. Pullins, 419-530-4273, Ellen.Pullins@utoledo.edu

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### Classes Required

**7 classes from major**
+ 3 classes from minor...go PLSL

**+ 2 classes that double count between both majors**

**+ 2 extra PLSL classes**

**= 12 classes to Double Major**

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### Digital Marketing (MKTG) | Professional Sales (PSLS)
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Required (3) | Required (6)
EBUS 3090 Doing Business Digitally | PLSL 3080 Purchasing & Business Relationship Management
EBUS 3180 Web Design and Data Analytics | PLSL 3440 Professional Sales
EBUS 4040 Digital Business Intelligence | PLSL 3480 Account & Territory Management
EBUS 4150 Social Media Marketing* | PLSL 4710 Sales Force Leadership
EBUS 4150 Social Media Marketing* | PLSL 4740 Advanced Sales

**With Digital Marketing Applications Track**
(Choose 3)

PSL 3450 Account & Territory Management* | Electives (pick 1)
MKTG 3280 Mobile Marketing | EBUS 4150 Social Media Marketing*
MKTG 3280 Internet Marketing |
MKTG 4980 Special Topics— with dept approval |
EBUS 4940 Internship |

**With Digital Technology Track**

PSL 3450 Account & Territory Management* |
INFS 3240 Business Intelligence Systems |
INFS 3380 Web Application Development |

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*Class is required and double counts for double majors only

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"To succeed as a marketing professional in today's business environment, it is imperative to understand the sales cycle and the needs of the sales team to capture the customer. This collaboration helps drive revenue growth for the company."

Paulette Cousino,
Manager of Marketing Communications,
The Andersons - Grain Group

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