



# 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. Bailey, 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

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Marketing: Dr. Bailey, 419-530-2240, Ainsworth.Bailey@utoledo.edu

Professional Sales: Dr. Pullins, 419-530-4273, Ellen.Pullins@utoledo.edu

### Classes Required

7 classes from major

+ 3 classes from minor...go PSLs

+ 2 classes that double count between both majors

+ 2 extra PSLs classes

= 12 classes to Double Major

Marketing (MKTG)	Professional Sales (PSLS)
Required (3)	Required (6)
MKTG 3850 Buyer Behavior and Relationship Marketing	PSLS 3080 Purchasing & Business Relationship Management
MKTG 3880 Marketing Research & Data-Based management	PSLS 3440 Professional Sales*
MKTG 4130 Marketing Analysis and Decision Making	PSLS 3450 Sales Technologies and Strategies
Electives (pick 4)	PSLS 4710 Sales Force Leadership
MKTG 4540 Business Marketing*	PSLS 4740 Advanced Sales
PSLS 3440 Professional Sales*	PSLS 4940 Sales Internship
MKTG 3140 International Marketing	
MKTG 3280 Internet Marketing	Electives (pick 1)
MKTG 3690 Principles of Marketing Communication	MKTG 4540 Business Marketing*
MKTG 4940 Internship	
MKTG 3130 Supply Chain Management	
MKTG 3260 Global Framework for E-Commerce	
MKTG 3870 Advertising Strategy	
MKTG 3910 Direct Marketing	
MKTG 4110 Sports Marketing	
MKTG 4120 Marketing Channels Management	
MKTG 4220 International Sourcing, Logistics & Transportation	
MKTG 4520 Advanced Market Analysis	
MKTG 4570 Product & Pricing Management	
MKTG 4980 Special Topics	
MKTG 4990 Independent Study	

\*Class is required and double counts for double majors only