

# SALES EXCELLENCE MINOR

Any 300- or 400-Level course with a BUMK prefix	3
<b>Total Hours</b>	<b>18</b>

## Contact

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## Mission

The College of Business at the University of New England is a caring and collaborative community that offers a student-centered and technology-driven education. Emphasizing experiential learning, our ecosystem equips graduates with essential skills and knowledge for successful careers through industry-focused programs that promote innovation, teamwork, ethical leadership, a global perspective, and social responsibility.

## Program Description

Open to students in any Major at the university, the Minor in Sales Excellence equips students with practical, relationship-centered skills that drive success in today's rapidly evolving marketplace. Through a blend of classroom learning, practical exercises, and experiential opportunities, students develop proficiencies in consultative selling, brand, product and service positioning, customer discovery, sales service and needs analysis, persuasive communication, negotiation, and ethical relationship management. The curriculum emphasizes applied business practices, including brand strategy, product marketing, new business development, and understanding behavioral dynamics across the business ecosystem with a focus on how sales interacts and contributes to all functions in a business. A sought after skill area for many careers, the minor prepares graduates to adapt to changing workforce demands, engage effectively with diverse stakeholders, and translate ideas into value through meaningful, real-world connections.

## Transfer Credit

See Undergraduate Admissions (<https://catalog.une.edu/undergraduate/admissions/>) for more information.

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## Financial Information

Tuition and fees for subsequent years may vary. Other expenses include books and housing. For more tuition and fee information, please consult this catalog's Financial Information (<https://catalog.une.edu/undergraduate/financial-information-undergraduate-programs/>) section.

## Curricular Requirements

Code	Title	Hours
<b>Program Required Courses</b>		
BUMK 200	Marketing	3
BUMK 350	Social Media Marketing Strategy	3
BUMK 405	Sales Management	3
BUMK 425	Advanced Selling Skills	3
BUMK 490	Capstone/Internship in Sales Experience	3

## Academic and Technical Standards

Sales Excellence minors must earn a minimum of a 2.0 GPA ("C") in all listed courses to meet the requirements of the minor.