

Sales Communication Career Focus: Sample Program (24 hours minimum)

This is a career focus which is relevant to careers in retail sales, corporate sales, or sales management and/or for students who seek advanced study in communication. All majors must take 24 hours of course work in IPC. **PLEASE NOTE:** IPC 306 Interpersonal Communication (for Non-majors), IPC 489 Internship, IPC 490 Independent Study, and IPC 491 Independent Readings do not count toward the 24 hours in IPC.

Choose 24 hours from the courses list below. **You must petition the IPC Undergraduate Program Committee for permission to count any course not on this list toward the career focus.** Students taking courses from other departments must follow that department's rules on prerequisites and other restrictions.

* indicates that the course has a prerequisite

ACCT 200: Accounting Concepts for Non-Business Students (3) or ACCT 221 or ACCT 222

BA 102: Introduction to Business (3)

*BA 203: Business Communication (3)

BA 204: Introduction to Entrepreneurship (3)

BA 300: Executive Seminar (2)

*BA 304: Innovation and Creative Thinking (3)

BA 325: Organization and Structure of Health Care Services Industry (3)

*BA 404: New Venture Creation (3)

*BA 420: Health Care Case Problems (3)

ECON 200: Introduction to Economics (3)

ECON 202: Principles of Microeconomics (3)

ECON 203: Principles of Macroeconomics (3)

*ECON 304: Managerial Economics (3)

*ECON 321: Labor Economics (3)

*ECON 323: Poverty and Discrimination (3)

ECON 440: Women, The Economy, and Society (3)

ETHN 303: Race, Representation, and Culture (3)

ETHN 405: Qualitative Research Methods (3)

HDFS 408: Family Diversity (3)

MGMT 305: Principles of Organization and Management (3)

*MKT 300: Principles of Marketing (3)

*MKT 302: Consumer Behavior (3)

*MKT 320: Marketing Research (3)

*MKT 350: Business-to-Business Marketing (3)

*MKT 400: Topics in Marketing (1-3)

*MKT 405: Services Marketing (3)

*MKT 408: Introduction to Promotion or *410: Marketing Communication and Promotion (3)

*MKT 412: Advertising Management (3)

- *MKT 415: Managing the Service Experience (3)
- *MKT 430: Retail Management (3)
- *MKT 435: Marketing on the Internet (3)
- *MKT 440: Professional Selling (3)
- *MKT 442: Sales Management (3)
- *MKT 455: International Marketing (3)

PHIL 220: Business Ethics (3)

PHIL 224: Socialism, Capitalism, and Democracy (3)

*PHIL 445: Topics in the Philosophy of Business and Economics (3)

*SOC 368: Introductory Methodology (3)

*SOC 369: Introductory Statistics (3)

*SOC 371: Applied Survey Research (3)

*SOC 443: White Collar and Organized Crime (3)

*TCOM 453: Media Sales and Promotion (3)

WS 302: History of Feminist Thought and Action (3)