



REQUIREMENTS

NDSU Center for
Professional Selling and
Sales Technology

Minor and Certificate

PROGRAM REQUIREMENTS

PROFESSIONAL SELLING MINOR 18 CREDITS

Required Courses (15 Credits)

MRKT 320 - Principles of Marketing
MRKT 430 - Sales and Personal Selling
MRKT 434 - Sales Management
MRKT 436 - Advanced Professional Selling
MRKT 497 - Sales Internship (3 credits)

Elective Courses (select one of the following: 3 credits)

AGEC 350 - Agrisales
MRKT 432 - Entrepreneurial Sales
MRKT 438 - CRM and Sales Technology
MRKT 470 - Services Marketing
MGMT 451 - Negotiations and Alternative Dispute Resolution
MGMT 472 - Managing Family Enterprises
SCM 320 - Integrated Supply Chain Management

PROFESSIONAL SELLING CERTIFICATE 12 CREDITS

Required Courses (9 Credits)

MRKT 320 - Principles of Marketing
MRKT 430 - Sales and Personal Selling
MRKT 434 - Sales Management

Elective Courses (select one of the following: 3 credits)

AGEC 350 - Agrisales
MRKT 432 - Entrepreneurial Sales
MRKT 436 - Advanced Professional Selling
MRKT 438 - CRM and Sales Technology
MRKT 470 - Services Marketing
MRKT 497 - Sales Internship
MGMT 451 - Negotiations and Alternative Dispute Resolution
MGMT 472 - Managing Family Enterprises
SCM 320 - Integrated Supply Chain Management

INTERNSHIP REQUIREMENTS

In order to receive the Minor in Professional Selling, students must have an internship in sales. While all internships are unique, the following are the guidelines that we use to ensure the internship aligns with the goals of the program.

- The internship should focus on sales. Most responsibilities should be sales focused. A few examples of sales-based roles include prospecting, preparing for sales meetings, preparing sales materials, meeting with clients, working on customer relationship management technology, calling clients, developing business proposals, etc. Our goal is your internship experiences assist your professional growth.
- The employer should provide a job description that must contain (but is not limited to): a) the desired qualifications; b) the key responsibilities that will be assigned to the intern; and c) a beginning and end date for the internship.
- Responsibilities within the job description should NOT be primarily focused on the order-taking element of the sales process (such as retail sales). Our goal is to ensure you are enhancing multiple sales skills, hopefully in a more relationship-based, business-to-business, sales setting. Due to the Center's strategic focus on business-to-business selling, our goal is to enable internships in the business-to-business sector.
- The employer accepts responsibilities for helping you develop professionally. The internship should provide sales training, guidance, supervision, and ongoing feedback to the intern. The job description should explicitly communicate how the student will be trained and the supervisor should have the expertise, professional background and/or education in the field of sales.
- The internship should be a paid activity on an hourly basis, meeting at least minimum wage levels, or a guaranteed salary that meets or exceeds weekly minimum-wage levels. Internships that are not paid on an hourly basis; only offer commission-based compensation (or draws on potential commissions); or offer a stipend that does not meet minimum wage guidelines based on the number of hours the intern is expected to work; do not meet the guidelines.
- The internship must be scheduled for minimum of 300 job hours and 10 weeks during the fall or spring semester or a minimum of 8 weeks and 300 job hours during the summer. The internship may be either full time or part time.
- Internship credit is not granted for previous experience. Internships should represent a new experience, rather than simply a part-time job that you currently have.
- The student and employer (owner, manager, or supervisor) should be unrelated.

The student should meet with the Director of the Center for Professional Selling and Sales Technology regarding the internship and ensure it meets the guidelines prior to accepting the position. Email eric.gjerdevig@NDSU.edu. Approval can typically be made based on reviewing the job description and offer letter. Upon approval, students will be provided the steps to register the internship and get registered for MRKT 497.



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