

TECHNICAL SALES, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Description

This minor is designed to accommodate undergraduates enrolled in engineering and engineering technology who wish to augment their majors with further studies in industrial or technical sales. This minor is designed for non-business majors. The objective of the minor is to acquaint the technical students of these majors with the issues and methods associated with industrial or technical sales. Relevant studies include principles of management, operations management, supply chain management, marketing, logistics systems, procurement, personal selling or business-to-business marketing, and project management. Students who complete the minor will be positioned for career opportunities as direct sales engineers who play a key role in selection, purchase, installation and maintenance of technical products by selling technology and engineering solutions, or as manufacturing representatives who independently form contracts in exclusive marketing territories for multiple small manufacturers of compatible but not competing technical products.

What is Technical Sales?

A minor in Technical Sales offers engineering, engineering technology, and science students the foundational education in management, marketing, personal selling, and business-to-business marketing needed to build a career in technical sales, industrial sales, procurement, direct sales engineering, and manufacturing representation.

You Might Like This Program If...

- You are a student studying outside of the School of Business who would like to add a business specialization to your major.
- You envision a career in sales, technical marketing, or procurement.

Program Requirements

Requirement	Credits
Requirements for the Minor	19

Students are required to have a technically-oriented major (i.e. engineering, engineering technology, physical sciences, or other major as approved).

Requirements for the Minor

A grade of C or better is required for all courses in the minor, as specified by Senate Policy 59-10 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/#59-10>). In addition, at least six credits of the minor must be unique from the prescribed courses required by a student's major(s).

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
MGMT 301	Basic Management Concepts	3
MKTG 301	Principles of Marketing	3
SCM 301	Supply Chain Management	3

Additional Courses

Additional Courses: Require a grade of C or better

MKTG 410	Personal Selling (or marketing elective as approved)	3
SCM 200 or STAT 200	Introduction to Statistics for Business Elementary Statistics	4
Select one of the following:		3
MGMT 409	Project Management for Engineers	
MGMT 410	Project Management	
SCM 455	Logistics Systems Analysis and Design	
SCM 460	Purchasing and Materials Management	

Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

Erie

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Career Paths

The minor in Technical Sales can be pursued by most students in technical-focused Penn State Behrend degree programs. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

Careers

A minor in Technical Sales prepares you for marketing, selling, or procuring technical products, services, and systems. Because all technical organizations are engaged in the selling and purchasing of products, services, and equipment, your career options are limited only by your imagination.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES WITH A MINOR IN TECHNICAL SALES (<https://behrend.psu.edu/school-of-business/academic-programs/marketing/technical-sales-minor/>)

Opportunities for Graduate Studies

Adding a specialized minor such as Technical Sales to a primary major program demonstrates to graduate programs your commitment to interdisciplinary thinking.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES
(<https://behrend.psu.edu/school-of-business/academic-programs/marketing/technical-sales-minor/>)

Contact

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<https://behrend.psu.edu/school-of-business> (<https://behrend.psu.edu/school-of-business/>)