

# TECHNICAL SALES, MINOR

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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.