Minor in Personal Selling
Barton School of Business
Wichita State University

- Available to Business and Non-business Majors
- Personal Selling focuses on face-to-face interaction and personal communications between a seller and a buyer. By developing a relationship with a buyer, the seller uses the opportunity to specifically target needs and persuade decisions.
- Overall GPA for minor must be 2.250 or better
- A minimum of 9 hours of the minor must be taken at WSU

__ MKT 300 – (3) Marketing
__ MKT 405 – (3) Consumer Behavior
__ MKT 608 – (3) Personal Selling & Sales Management
__ COMM 302 – (3) Interpersonal Communication

Choose **ONE** additional communications elective course:
__ COMM 311 – (3) Persuasion
__ COMM 312 – (3) Nonverbal Communication
__ COMM 325 – (3) Speaking in Business and the Professions