

MEDICAL SALES, MINOR

Program Description

The 20-credit Medical Sales Minor equips students with the scientific and business acumen required to succeed in the competitive medical sales field. The program includes two specialized courses in human anatomy and physiology: one focusing on the musculoskeletal system (bones, muscles, and joints) and another covering the cardiovascular, respiratory, immune, and nervous systems. This foundational knowledge provides students with a deep understanding of the human body, essential for effectively communicating the value of medical products and solutions. Complementing the scientific core, the minor incorporates business courses in principles of marketing, personal selling, and sales management. These classes emphasize key professional skills, including customer engagement, strategic communication, and relationship management. Designed for students pursuing careers in medical devices, pharmaceuticals, or healthcare solutions, the Medical Sales Minor offers a comprehensive blend of science and business education, preparing graduates to stand out as well-rounded and knowledgeable professionals in the dynamic medical sales industry.

Program Contact Information

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Required for Graduation

- Courses
 - 6
- Credits
 - 20

Non-Business Majors

Code	Title	Credits
Required Courses		
BIO 161	Anatomy and Physiology	4
BIO 162	Anatomy and Physiology	4
BUS 204	Principles of Marketing with Applications	3
MKT 301	Personal Selling	3
Select two of the following courses		6
BIO 231	Regulatory Affairs	
MKT 303	Sales Management	
MKT 304	Business to Business Marketing	
MKT 374	Special Topics (Advanced Sales and CRM)	
Total Credits		20

Business Majors

Code	Title	Credits
Required Courses		
BIO 161	Anatomy and Physiology	4
BIO 162	Anatomy and Physiology	4
BIO 231	Regulatory Affairs	3
MKT 301	Personal Selling	3
Select two of the following courses		6
MKT 303	Sales Management	
MKT 304	Business to Business Marketing	
MKT 374	Special Topics (Advanced Sales and CRM)	
Total Credits		20