

# SALES ENGINEERING MINOR

Graduates with this minor are regarded highly by recruiters for industries seeking sales engineering staff. The minor provides the academic background for careers in sales, managerial, and entrepreneurial pursuits. Graduates are more effective communicators and are trained to promote and market new technologies and related products.

## About this Program

- **College:** Herbert Wertheim College of Engineering (<http://catalog.ufl.edu/UGRD/colleges-schools/UGENG/>)
- **Credits:** 16-18 | Completed with a minimum 2.8 combined GPA
- **Contact:** 371 Weil Hall (<http://campusmap.ufl.edu/?loc=0024>)

*Only students enrolled in an engineering degree-granting major are eligible for this minor. Computer Science students are not eligible for this degree.*

The curriculum enhances the engineering discipline with courses in communications, business, management and accounting. There is a core requirement of seven to eight credits, a communication skills elective requirement of three credits and a management skills elective requirement of six to eight credits.

## Required Courses

| Code<br>Required               | Title                                                                        | Credits      |
|--------------------------------|------------------------------------------------------------------------------|--------------|
| ACG 2021<br>or AEB 3144        | Introduction to Financial Accounting<br>Introduction to Agricultural Finance | 3-4          |
| AEB 3341                       | Selling Strategically                                                        | 3            |
| EGN 4930                       | Sales Engineer Seminar                                                       | 1            |
| Select one:                    |                                                                              | 3            |
| CGN 4101                       | Civil Engineering Cost Analysis                                              |              |
| ECH 4604                       | Process Economics and Optimization                                           |              |
| EIN 3354                       | Engineering Economy                                                          |              |
| AEB 3300<br>or MAR 3023        | Agricultural and Food Marketing<br>Principles of Marketing                   | 3-4          |
| Communications Skills elective |                                                                              | 3            |
| <b>Total Credits</b>           |                                                                              | <b>16-18</b> |

## Communications Skills Electives

| Code      | Title                                       | Credits |
|-----------|---------------------------------------------|---------|
| AEC 3030C | Effective Oral Communication                | 3       |
| ENC 3250  | Professional Communication                  | 3       |
| ENC 3246  | Professional Communication for Engineers    | 3       |
| SDS 4410  | Interpersonal Communication Skills          | 3       |
| SPC 2300  | Introduction to Interpersonal Communication | 3       |
| SPC 2608  | Introduction to Public Speaking             | 3       |