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[Home](#)

[Western Home](#)

Minor in Broadcast Sales

Don Connelly

Head, Department of Communication
Associate Professor of Communication

Office: Old Student Union 109

Office Hours: M - W - F Noon to 2:00 pm

Phone: 828.227.3851

Email: dconnelly@wcu.edu

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At their very core, radio and television stations are businesses engaged in selling advertising. Those who want to enter broadcast management are universally required to have sales experience. This minor is an interdisciplinary program between the Communication Department and the Department of Marketing and Business Law.

The minor is designed to prepare students for a career in broadcast sales or a related media sales position. A unique feature of the minor is professional certification. Western Carolina University is one of less than ten universities in the United States associated with the Radio Advertising Bureau (RAB). The RAB provides broadcast sales education and certification of broadcast sales people. Students who successfully complete the minor will have earned the Radio Advertising Bureau certification of a Radio Marketing Professional.

The minor in Broadcast Sales is open to any communication or College of Business professional selling major in good standing (minimum GPA of 2.5). Please see your advisor for more details.

The minor requires 18 hours:

CMPM 303 - Advertising Writing

MKT 306 - Introduction to Professional Selling

MKT 310 - Consultative Selling

MKT 409 - Negotiations/Relationship Marketing

MKT 410 - Sales Management and Negotiation (permission of instructor required)

BCST 458 - Broadcast Sales and Promotion

Special Note:

Broadcasting majors who receive a grade below a C in any course in the minor must retake the class.

Students outside the broadcasting major must pass the courses listed above with a grade of C- (minus) or higher. Courses in which the student receives below a C- will not count toward satisfying the minor in broadcast sales.

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