Professional Sales
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The professional sales emphasis in the marketing program prepares students for success through a curriculum that includes a strong liberal education core, and major-specific coursework that provides in-depth knowledge of marketing, sales, and business. The program also helps students develop communication, teamwork, and problem solving skills, which are highly valued by organizations seeking to employ sales professionals.

Graduates work for a wide variety of for profit and not for profit organizations where they are account managers, advertising executives, fundraisers, insurance agents, group and events sales coordinators, key account managers, sales managers, sales representatives, and territory managers.

Business Core*

- Acct 201 Introduction to Accounting
- Bcom 206 Business Writing*
- Bcom 207 Business Presentations*
- Bsad 300 Diversity in the Workplace
- Bsad 305 Legal and Regulatory Environment
- Fin 320 Principles of Finance
- IS 240 Information Systems in Business
- Mgmt 340 Organizational Behavior
- Mgmt 341 Operations Management
- Mktg 330 Principles of Marketing
- Mgmt 449 Strategic Management in a Global Business Environment*

Required Courses*

- Acct 312 Managerial Accounting
- Mktg 334 Marketing Research
- Mktg 337 Professional Selling
- Mktg 338 Marketing Analytics and Technology
- Mktg 433 Sales Management
- Mktg 438 Marketing Management
- Mktg 490 Advanced Sales Topics

Additional Requirements*

11 credits from the following: Bsad 180, 306; Mktg 331, 3322, 333, 3352, 336, 398, 425, 4322, 434, 4372, 491; Mgmt 3432; Bcom 3061, 3071, 4051.

Student Professional Development Program*

Four required workshops covering topics such as career planning, professional image, interviewing, etiquette, and networking.

*See the university catalog for course requirements and restrictions.

1 With at most one course from Bcom 306, Bcom 307, Bcom 405
2 MKTG 332, Mktg 335, Mktg 432, Mktg 437 or Mgmt 343 are strongly recommended.

Questions? Contact

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