

Bachelor of Science in Business Administration - Professional Selling Major

Full Program Details

The Professional Sales major is a B.S. in Business Administration degree and requires a total of 120 institutional credits, including 45 credits of business administration core courses, 24 credits of major courses beyond the introductory courses included in the core, and completion of all general education requirements and additional coursework to total 120 credits. Successful completion of this program qualifies the student for a Bachelor of Science degree in Business Administration with a major in Professional Sales. A twelve-credit concentration is available for students who are pursuing a different BSBA major but desire to add a Professional Sales Concentration.

Required Professional Selling Major Courses

3. Required Professional Selling Major Courses & Course Descriptions

1. MRKT 2XX Introduction to Sales & Personal Selling (3 credits)
 - Introduces students to the practical application of buying motives and selling techniques, including personal selling and the preparation, closing, and post-purchase phases of selling.
2. MRKT 3XX Sales Automation (3 credits)
 - Prepares students with an understanding and application of the marketing and technology-related sales automation tools, systems, and structures utilized by sales organizations for improving processes and outcomes. Prerequisite: MRKT 321 and MRKT 2XX.
3. MRKT 3XX B2B & B2C Marketing (3 credits)
(taught by Executive-in-Residence)
 - This course introduces students to the conceptualization of sales strategies, analytical tools, industry practices, and sales tactics utilized to commercialize value creation in both business-to-business and business-to-consumer sales of goods and services. Prerequisite: MRKT 321.
4. MRKT 371 Digital Marketing
 - An introduction to the fundamental relationship between the Internet and modern marketing techniques. Students will be exposed to pricing, promotion, and product development as influenced by the electronic medium of selling. Prerequisite: MRKT 321.
5. MGMT 343 Sales Management
 - A study of the varying approaches to personal and institutional selling, including support systems and servicing of customers. The processes involved

in planning and administering the selling efforts for firms are discussed in detail. Prerequisite: MGMT 311 and MRKT 321.

6. MRKT 4XX Advanced Sales & Negotiations

- The course integrates the theory and practical application of sales negotiations, examining the influence of cultural, gender, personality traits, global and other attributes on transactional and relation-based selling. Prerequisite: MRKT 321 and MRKT 2XX.

7. MRKT 4XX Sales Strategy Capstone

- Students will apply knowledge from other major courses to complete a capstone research project and a major account sales project. Students will demonstrate professional presentation skills as part of their preparation for professional sales practitioners. Prerequisite: MRKT 321, MRKT 2XX, and MRKT 3XX.

8. MRKT 4XX Sales Internship

- Students will apply knowledge and skills acquired in the classroom to a real-world sales setting and gain professional skills and experiences necessary to prepare for a successful professional sales career. Prerequisite: 90 credit hours or approval of advisor.

Additional required courses to earn a Bachelor of Science in Business Administration. (All classes are 3 credits)

ACCT 201 Principles of Accounting I

ACCT 202 Principles of Accounting II

ECON 201 Principles of Microeconomics

ECON 202 Principles of Macroeconomics

BUSI 215 Business Software Applications

BUSI 231 Business Law I

BUSI 241 Business Communication

BUSI 316 Quantitative Methods for Business & Economics

BUSI 317 Business Statistics

BUSI 407 Global Dimensions of Business

BUSI 450 Business Strategy

FINA 312 Business Finance

MGMT 311 Principles of Management

MRKT 321 Principles of Marketing

Ethics - Select one: BUSI 360, ACCT 462, SPBU 435

