

Professional Selling

The Professional Selling major prepares students to manage business clients of for-profit and nonprofit organizations. Specifically, this major provides business students with coursework and opportunities to equip themselves with essential knowledge and skills required to begin professional careers in sales. Careers in sales offer independence, ample financial reward, personal growth and opportunities for rapid advancement within organizations. Students that pursue a degree in professional sales will be challenged with industry engagement opportunities such as internships, and sales competitions. Students experience rigorous classroom experiences designed to develop the knowledge and practical skills needed to succeed during the first years of their careers, including oral, and written communication skills, selling techniques, and networking, the use of sales technology and customer information, and sales pipeline management.

University Studies Program

30 credits of general education courses are required, such as communication classes, physical and natural world classes, and more.

Common Body of Knowledge

Course Code	Course Name	Learning Objectives	Credits
ACCT 2010	Principles of Accounting I	Introduces the role of financial accounting in business operations.	3
ACCT 2020	Principles of Accounting II	Introduces the role of managerial accounting in decision-making.	3
ECON 1010	Principles of Macroeconomics	Introduces big picture economic theory within countries and policies.	3
ECON 1020	Principles of Microeconomics	Introduces economic theory related to individual agency and behavior.	3
MGT 2010	Legal Environment of Business	Introduces fundamental cases and legal issues within business law.	3
IMGT 2400	Introduction to Information Management	Introduces the technical foundations in information systems.	3
FIN 2100	Principles of Finance	Introduces the management of capital in business and the time value of money.	3
MGT 2100	Management and Organization	Introduces the theory and strategies within management practices.	3
MKT 2100	Introduction to Marketing	Introduces the theory and strategies within marketing practices.	3
DCSI 2100	Introduction to Operations & Supply Chain Management	Introduces project management formulas, theories, and applications.	3
MGT 4800	Business Strategy and Policy	A senior capstone course based on overall organization perspective.	3

Major Requirements

Course Code	Course Name	Learning Objectives	Credits
MATH 2350/2200	Business Calculus or Calculus I	Introduces functions and concepts in calculus to solve business equations.	4
MATH 2355/2205	Mathematical Applications for Business or Calculus II	Introduces matrices and linear programming within business problems.	4
STAT 2050/2070	Fundamentals of Statistics	Introduces ideas and fundamental techniques of statistical probability and data analysis.	4
SELL 3310	Professional and Technical Selling	Focuses on business-to-business selling and organizational buying behavior.	3
SELL 4310	Advanced Selling	Study of relationship management, problem-solving, negotiation, and proposal writing.	3
SELL 4320	Sales Force Strategies	Examines linkages between management of the sales function, personal selling activities	3
SELL 4330	Sales Seminar	Study of advanced sales concepts by presenting top talent in industry.	3
Choose 1 from the following:			
DSCI 4260	Project Management	Examines the coordination of project management activities.	3
DSCI 4280	Supply Chain Management	Examines coordination of flows through networks of suppliers, producers, and customers.	3
FIN 4250	Advanced Corporate Finance	Advanced study of the techniques and theories in corporate finance.	3
MGT 2030	Principle-Based Ethics	Studies the cognitive, social, and corporate processes affecting behavior.	3
MGT 3420	Organizational Behavior and Leadership	An interdisciplinary study of organizational processes that affect employee behavior.	3
SELL 4900	Independent Study in Professional Selling	Special work project with instructor's approval on any aspect of Selling.	3
SELL 4910	Topics in Professional Selling	Topics vary based on semester and are based on the specialty area of the instructor.	3
Choose 2 Advanced Business Electives (3000+ Level Business Courses)			6

Elective Requirements

The rest of the curriculum is filled with elective credits to achieve the required 120 credits to graduate (42 of which must be upper division).