

B.B.A. in Professional Sales

Description

The professional sales major is a specialized program designed to prepare students for the largest and most in-demand career opportunity in marketing. The program is taught by faculty who have extensive experience in sales and by executives from leading national companies. The curriculum is designed to help students become skilled sales managers, manage key relationships, and become consultants who can add value to companies by understanding the nuances of buyer-seller relationships. Through classroom and experiential learning, students will be prepared to excel in their early careers in sales by becoming skilled at: selling techniques and networking, interpersonal communication, use of technology to manage customer relationships and devise successful strategies, ultimately becoming leaders in the sales environment.

Minimum Total Credit Hours: 120

General Education Requirements

The general education requirements for the B.B.A. include first-year composition (6); humanities (3); fine arts (3); humanities or fine arts (3); mathematics (6); lab science (6-8); social science (6).

For a detailed description of each category and course classifications, please refer to the [General Education Core Curriculum](#)

Course Requirements

Requirements for the major in professional sales include the B.B.A. core: Accy 201, 202 (3, 3); Bus 230; Bus 271; Bus 250; Bus 302; Mktg 351; Fin 331; Mgmt 371; Mktg 372; Mgmt 493; BAIS 309; 300-level business elective (6); and 300-level business/nonbusiness elective (3).

In addition to the B.B.A. core, the professional sales major requires: MKTG 354 (3), MKTG 367 (3), MKTG 451 (3), MKTG 381 (3), MKTG 458 (3), MKTG 495 (3), MKTG 455 (3), and a marketing elective (3) from: MKTG 356, 357, 358, 488, or any 300-level or above MKTG course not already required for the degree, or BUS 300 (sales-related internship pre-approved by department chair).

Other Academic Requirements

See School of Business Administration Academic Requirements for rules on when business students may enroll in specialty major coursework. No student may enroll for more than 18 semester hours unless approved by the Dean's Office.

BBA Professional Sales Majors cannot also major in BBA Marketing.

