

Sales graduates are in high demand and report high satisfaction with their exciting and fast-paced career. Through coursework, the Center for Sales Excellence, competitions, and internships, Marketing Sales option majors are prepared for sales and sales management positions in all types of organizations and industries.

Sales students average 2.8 job offers before graduation.
(Sales Education Foundation)

International and National Sales Competitions

Center for Sales Excellence, Women in Business, Sales Club

First Year

FALL

SBE 100 First-Year Seminar	2	
MATH 146 College Algebra (M)	3	
ENGL 100 (CW) Academic Reading/Writing	3	
MNGT 105 BizTechU	3	
Choose: General Education	3	
Choose: General Education	3	

Total: 17 credits

SPRING

ECON 202 Macroeconomics	3	
COMS 101 Public Speaking (CS)	3	
ACCT 231 Principles of Accounting I	3	
ECON or MATH 226 Statistics (<i>Math 146</i>)	3	
Choose: General Education	3	

Total: 15 credits

First Year Advising Notes: The classes required during the first two years of any Accounting or Business major are the same regardless of the major.

Goals: Talk to your academic advisor about your interests and goals and understand career options for Marketing Sales majors. Do you want to study abroad? Business is global so start to think about an international experience you'd like to have. Begin to think about a double majors or minors. Explore student groups and join one that interests you.

Second Year

FALL

MKTG 310 Principles of Marketing (<i>Soph. status</i>)	3	
ECON 201 Microeconomics	3	
ACCT 232 Principles of Accounting II (<i>C- or better in ACCT 231</i>)	3	
Choose: General Education	3	
Choose: General Education	3	

Total: 15 credits

SPRING

SBE 300 Professional Development (<i>Soph. Standing</i>)	1	
MKTG 325 Relationship Selling (<i>Soph. Standing</i>)	3	
MNGT 300 Mgmt. & Org Behavior (<i>Soph. Standing</i>)	3	
BLAW 265 Business Law I	3	
Choose: General Education	3	
Double Major/Minor/General Elective	3	

Total: 16 credits

Second Year Advising Notes: Get a jump start on your Marketing Sales major by taking MKTG 310 as soon as possible.

Goals: Explore sales careers—meet with Career Services to discuss how your interests and skills might fit into a career path. Explore leadership positions within student organizations. Plan to complete an internship experience during your academic career.

Third Year

FALL

FINC 345 Managerial Finance (<i>C- or better in ACCT 231, ECON 202, and (ECON 226 or MATH 226 or PSYC 201)</i>)	3	
MKTG 326 Negotiation Techniques (<i>MKTG 325</i>)	3	
ECON 326 Analytics for Business and Econ (<i>C- or better MATH/ECON 226</i>)	3	
Double Major/Minor/General Elective	3	
Double Major/Minor/General Elective	3	

Total: 15 credits

SPRING

MKTG 327 Sales Analytics (<i>MKTG 325</i>)	3	
MKTG Elective (list below)	3	
MNGT 361 Operations Management (MATH or ECON 226)	3	
American Cultural Diversity (D)	3	
Double Major/Minor/General Elective	3	

Total: 15 credits

Third Year Advising Notes: If you're thinking about completing an internship for credit, you need to have the following courses complete: MKTG 310, MNGT 300, and FINC 345. You can earn up to six (6) credits for an internship in Marketing Sales. At this point, you will have a Marketing Sales faculty advisor.

Goals: Attend the campus Career Fair both fall and spring, as well as networking events and employer information meetings. Pursue a leadership position in a student organization.

Fourth Year

FALL

MNGT 485 Strategic Management (<i>Senior Standing and MNGT 361, MNGT 300, FINC 345, MKTG 310</i>)	3	
MKTG Elective (list below)	3	
MKTG Support Elective (list below)	3	
MKTG Support Elective (list below)	3	
Double Major/Minor/General Elective	3	

Total: 15 credits

SPRING

MKTG 425 Advanced Selling Techniques (<i>MKTG 325</i>)	3	
MKTG Support Elective (list below)	3	
Global Perspectives (G)	3	
Double Major/Minor/General Elective	3	
Double Major/Minor/General Elective	3	

Total: 15 credits

Fourth Year Advising Notes: Apply for graduation at the beginning of your final semester!

Goals: Meet with Career Services to perfect your cover letter and resume and start getting your applications out. Attend networking events, career fairs, and employer information meetings.

Employers (sample listing)

- Fastenal
- 3M
- Target
- Uline
- Penske
- Ameriprise
- UnitedHealth Group
- Bend Tech
- Bunzl
- Wurth
- Ecolab

Career Titles (sample listing)

- Outside Sales Manager
- Account Manager
- Business Development Consultant
- Director of Sales
- Insurance Sales Manager
- Account Executive

Marketing/Sales Electives: Choose **6** credits from MKTG 312, 315, 329, 330, 334, 342, 352, 355, 379, 445, 499

Support Electives: Choose **9** credits from ACCT 356; COMS 211, 213, 306, 308, 312, 318; MARC 311; MATH 156, MNGT 330, 340, 355; PHIL 304

General Education Requirements		
ENGL 100 & 200	Humanities & Arts (HA) American Cultural Diversity (ACD)	Ethical Citizenship (EC)
Communication/Speaking & Listening (CS)	Math (MQR) 1 course	Global Perspectives (GP)
Social & Behavioral Sciences (SBS) 2 Courses Required	Natural Science & Wellness 2 Courses Required; 1 lab exp.	Total: 36 credits

General Education	36 Credits
Marketing/Sales Major	69 Credits
Minor/General Electives	15 Credits
Total Credits Needed for Degree:	120

* Shaded courses are only offered in the indicated semester.

* Course prerequisites are listed next to the course.