

Sales Management Major:

- The Sales Management has 61 credits in total.
- The Sales Management major has the same core curriculum as other majors and concentrations within the Management and Marketing Department. The 43-credit core curriculum includes the following courses:
 - BUS 111 Fundamentals of Business
 - BUS 199 Fundamentals of Business Colloquium (0 credits)
 - BUS 210 Business Communications
 - BUS 219 Management Information Systems
 - BUS 233 Business Law 1
 - BUS 246 Organizational Behavior
 - BUS 253 Principles of Marketing
 - BUS 301 Financial Management
 - BUS 352 Operations Management
 - BUS 425 Integrated Global Business
 - BUS 493 Pre-Internship (0 credits)
 - BUS 497 Capstone Seminar
 - ACC 121 Principles of Financial Accounting
 - ACC 122 Principles of Managerial Accounting
 - MAT 184 Statistics OR BUS 280 Business Statistics
 - Business Elective
- The Sales Management major includes 18 credits beyond this core curriculum. The 18 credits beyond the core curriculum include the following courses:
 - Three required courses:
 - BUS 373 Sales Management
 - BUS 374 Personal Selling and Negotiation
 - BUS 313 Data Analysis for Sales and Marketing
 - One internship:
 - BUS 494 Internship
 - Two elective courses:
 - BUS 312 Marketing Research
 - BUS 353 Marketing Management
 - BUS 354 Retail Management
 - BUS 370 Consumer Behavior
 - BUS 376 Advertising & Promotion
 - BUS 377 Business-to-Business Marketing
 - BUS 380 Special Topics
 - BUS 422 Sport Marketing
 - BUS 423 International Marketing & Export Management
 - BUS 424 Services Marketing 3 credits
- Student are required to take eight additional credits in the arts and sciences. These credits are in addition to the 41 credits required in the college's Liberal Arts Requirements. Arts and science electives include courses from the arts and sciences that may or may not have Liberal Education designation. Courses taken in professional fields such as accounting,

business, nursing, education, medical technology or engineering are generally not recognized as arts and sciences for this requirement.

- This is consistent with all other majors and concentrations in the Management and Marketing Department.

