

## **Marketing Major—Sales Concentration**

Most marketing majors begin their career with a sales position. The sales concentration is intended to prepare students for that first job. The courses included will help students to understand the role of sales in a marketing strategy, how to manage a sales force, and the sales process. Additionally, students will learn skills such as uncovering prospect needs, making sales presentations, and writing proposals.

### **THIRD YEAR**

<i>Fall</i>		<i>Spring</i>	
BLAW 3391, Business Law I	3	ISQS 3344, Prod. & Operations Mgt.	3
FIN 3320, Financial Management	3	MKT 3352, Consumer Behavior	3
MGT 3370, Organization & Mgt.	3	MKT 4350, Personal Selling	3
MGT 3373, Managerial Communication	3	Group A**	3
MKT 3350, Intro. to Marketing	3	Restricted Elective*	3
TOTAL	15	TOTAL	15

### **FOURTH YEAR**

<i>Fall</i>		<i>Spring</i>	
Jr/Sr. Economics	3	MGT 4380, Strategic Management	3
GROUP A**	3	MKT 4354, Market Promotion	3
MKT 4359, Sale Management	3	Free Elective	6
Non BA/Non ECO elective	3	Group A**	3
Group B^	3	Total	15
Total	15		

\* Restricted Electives: COMS 3358 or ENGL 3365

\*\* Group A: Choose 3 from MKT 3351, 3353, 3356, 4358

^ Group B: One additional junior- or senior-level business course provided it is not used to fulfill another requirement.