

Professional Sales, B.S.

The Bachelor of Science in Professional Sales will provide students with the understanding, skills, and experience to meet the growing demand placed on sales professionals. Students will gain a thorough understanding of the complex sales domain, master a range of highly sought-after skills, and benefit from interacting with seasoned sales and marketing executives. This program will provide all participating students with long-term professional mentorships and one-on-one professional development within the context of real-world successful sales teams. In addition to rigorous study and in-depth mentoring, this program requires a sales internship, participation in sales competitions, and real-life (mentored) business-to-business sales experience.

Matriculation Requirements

ACC 2110 Principles of Accounting I (3 hours)
 ECON 2010 Principles of Economics I SS (3 hours)
 MGMT 2400 Data Analytics for Business (3 hours)
 MGMT 2340 Business Statistics I (3 hours)
 MKTG 220G Written Business Communication GI WE (3 hours)
 MKTG 2390 Professional Business Presentations (3 hours)
 MKTG 1890 Introduction to Careers in Business (1 hour)

NOTE: Grade of C- or higher required for all matriculation courses.

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		120
General Education Requirements		35 Credits
ENGL 1010 or ENGH 1005	Introduction to Academic Writing CC Literacies and Composition Across Contexts CC	3
ENGL 2010	Intermediate Academic Writing CC	3
Complete one of the following:		3
MATH 1050	College Algebra QL (4)	
MATH 1055	College Algebra with Preliminaries QL (5)	
MATH 1090	College Algebra for Business QL (3)	
Complete one of the following:		3
HIST 2700 & HIST 2710	US History to 1877 AS and US History since 1877 AS (6)	
HIST 1700	American Civilization AS (3)	
HIST 1740	US Economic History AS (3)	
POLS 1000	American Heritage AS (3)	
POLS 1100	American National Government AS (3)	
PHIL 2050	Ethics and Values IH	3
HLTH 1100 or EXSC 1097	Personal Health and Wellness TE Fitness for Life TE	2
Distribution Courses:		
ECON 2010	Principles of Economics I SS	3
Biology		3
Physical Science		3
Additional Biology or Physical Science		3
Humanities		3
Fine Arts		3
Discipline Core Requirements		85 Credits
Matriculation Requirements:		
Complete one of the following:		
IM 2010	Business Computer Proficiency (3)	

IM 2600	Spreadsheet Applications (3)	
My Educator		
ACC 2110	Principles of Accounting I	3
MGMT 2400	Data Analytics for Business	3
MGMT 2340	Business Statistics I	3
or STAT 2040	Principles of Statistics QL	
MKTG 220G	Written Business Communication GI WE	3
MKTG 2390	Professional Business Presentations	3
MKTG 1890	Introduction to Careers in Business	1
Business Core Requirements:		
FIN 3100	Principles of Finance	3
MKTG 3600	Principles of Marketing	3
MGMT 3000	Organizational Behavior WE	3
MGMT 3450	Operations Management	3
ENTR 293R	Entrepreneurship Lecture Series	1
or MGMT 295R	Executive Lecture Series	
MGMT 4860	Business Strategy Formulation and Implementation	3
Sales Core Requirements:		
MKTG 3890	Business Career Strategy	2
MKTG 3650	Professional Selling	3
MKTG 3640	Sales Management	3
MKTG 4600	Customer Experience	3
MKTG 4610	Sales Operations	3
MKTG 4620	Advanced Professional Selling	3
MKTG 4630	Professional Sales Capstone	3
Complete 15 credits of Marketing electives from the following list:		15
MKTG 3170	Digital Advertising (3)	
MKTG 3220	Retail Management (3)	
MKTG 3300	Marketing Analytics (3)	
MKTG 335G	International Marketing GI (3)	
MKTG 3460	Internal Marketing and Corporate Imaging (3)	
MKTG 3620	Consumer Behavior (3)	
MKTG 3630	Services Marketing (3)	
MKTG 3670	Advertising and Promotion (3)	
MKTG 3680	Marketing with Social Media (3)	
MKTG 3685	Content Marketing (3)	
MKTG 3690	Digital Marketing Analytics (3)	
MKTG 459R	Advanced Topics in Marketing (1-3)	
MKTG 4300	Marketing Data Science (3)	
Complete one of the following:		3
MKTG 481R	Marketing Internship (1-3)	
MKTG 482R	Sales Internship (1-8)	
MKTG 483R	Digital Marketing Internship (1-8)	
General Electives -- Complete 15 credits 1000 level or higher		15

Graduation Requirements

1. Completion of a minimum of 120 semester credits required in the BS degree; at least 40 credit hours must be upper-division courses.
2. Overall grade point average 2.0 or above. No grade lower than a "C-" in core and specialization courses.
3. Residency hours: Minimum of 30 credit hours of business courses through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
4. Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.
5. Successful completion of at least one Global/Intercultural course and two Writing Enriched courses.

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (<http://www.uvu.edu/wolverinetrack/>).

First Year

Semester 1		Credit Hours
ENGL 1010 or ENGH 1005	Introduction to Academic Writing CC or Literacies and Composition Across Contexts CC	3
Elective (Any course 1000 or higher)		4
Physical Science Distribution		3
HLTH 1100 or EXSC 1097	Personal Health and Wellness TE or Fitness for Life TE	2
Fine Arts Distribution		3

Credit Hours **15**

Semester 2

Complete one of the following:		3
MATH 1050	College Algebra QL	
MATH 1055	College Algebra with Preliminaries QL	
MATH 1090	College Algebra for Business QL	
Biology Distribution		3
Complete one of the following:		3
HIST 2700 & HIST 2710	US History to 1877 AS and US History since 1877 AS	
HIST 1700	American Civilization AS	
HIST 1740	US Economic History AS	
POLS 1000	American Heritage AS	
POLS 1100	American National Government AS	
ENGL 2010	Intermediate Academic Writing CC	3
Elective (Any course 1000 or higher) (IM 2600 or IM 2010)		3

Credit Hours **15**

Second Year

Semester 3

Elective (Any course 1000 or higher)		3
PHIL 2050	Ethics and Values IH	3
MGMT 2400	Data Analytics for Business	3
ECON 2010	Principles of Economics I SS	3
MKTG 220G	Written Business Communication GI WE (Must be completed with a B- grade or higher)	3

Credit Hours **15**

Semester 4

ACC 2110	Principles of Accounting I	3
MKTG 1890	Introduction to Careers in Business	1
Humanities Distribution		3
Elective (Any course 1000 or higher)		2
MKTG 2390	Professional Business Presentations	3
Third Science Distribution		3

Credit Hours **15**

Third Year

Semester 5

MKTG 3890	Business Career Strategy	2
MKTG 3650	Professional Selling	3
MKTG 3600	Principles of Marketing	3
MGMT 3000	Organizational Behavior WE	3
MGMT 2340 or STAT 2040	Business Statistics I or Principles of Statistics QL	3
ENTR 293R or MGMT 295R	Entrepreneurship Lecture Series or Executive Lecture Series	1

Credit Hours **15**

Semester 6

FIN 3100	Principles of Finance	3
MGMT 3450	Operations Management	3
MKTG 3640	Sales Management	3

MKTG 4600	Customer Experience	3
MKTG 4610	Sales Operations	3
Credit Hours		15
Fourth Year		
Semester 7		
MKTG Elective		3
MKTG Elective		3
MKTG 4620	Advanced Professional Selling	3
MKTG Elective		3
MKTG Elective		3
Credit Hours		15
Semester 8		
MGMT 4860	Business Strategy Formulation and Implementation	3
MKTG 4630	Professional Sales Capstone	3
MKTG Elective		3
Elective (Any course 1000 or higher)		3
MKTG 482R	Sales Internship	3
Credit Hours		15
Total Credit Hours		120

Program Learning Outcomes

1. Demonstrate effective prospecting and approach skills using customer-centric professional selling principles.
2. Develop an effective sales management plan for organizing, staffing, training, and motivating a sales force.
3. Evaluate the effectiveness of a sales funnel implemented using industry standard tools.
4. Demonstrate effective execution of the entire sales process, from research to close, with real-life products and prospects.