

B.B.A. Marketing, Emphasis in Professional Sales

The Marketing, Emphasis in Professional Sales, major seeks to deliver this valuable skill to students and solve the skills gap that currently exists in our economy by providing students with relevant, project-based learning thus allowing them to develop one of the most sought-after skills in both Fortune 500 companies and fast-growing technology firms. This degree features a heavy focus on Relationship-Driven Selling, which is vital to ensuring long-term customer commitments in B2B sales. Additionally, all of the classes place an emphasis on hands-on learning, where students are not just learning theory, but instead putting those theories to practice in live sales environments with their professors and peers. The goal is to provide students with valuable on-the-job experience that will prepare them for the positions they ultimately end up filling once they graduate.

General Education Requirements for all Bachelor's degrees

Quality Enhancement Plan (QEP) Requirement

Business Core Courses

Required of all BBA students.

**BUAD 202 is required of all Freshman BBA majors. Junior level transfer students may substitute a business elective for this class with approval from their advisor. Southwestern students who are changing from another major to a BBA are also required to take BUAD 202 unless their advisor recommends an alternative.*

| Item # | Title | credits |
|----------|---|---------|
| ACCT 211 | Accounting Principles I | 3 |
| ACCT 212 | Accounting Principles II | 3 |
| BUAD 202 | Introduction to Contemporary Business | 3 |
| BUAD 211 | Profiles of Entrepreneurship | 3 |
| BUAD 270 | Management Information Systems | 3 |
| BUAD 275 | Introduction to Data Analytics | 3 |
| BUAD 301 | Principles of Management | 3 |
| BUAD 311 | Business Law | 3 |
| BUAD 460 | Ethics and Business Social Responsibility | 3 |
| | BUAD 466 or ECON 401 | 3 |
| BUAD 472 | Business Policies and Strategies | 3 |
| ECON 211 | Macroeconomics | 3 |
| ECON 212 | Microeconomics | 3 |
| FNCE 321 | Business Finance | 3 |
| IBUS 319 | International Business | 3 |
| MKTG 343 | Principles of Marketing | 3 |

Marketing Concentration

| Item # | Title | credits |
|----------|---|---------|
| MKTG 271 | Relationship-Driven Professional Selling | 3 |
| MKTG 272 | Negotiation in Business & Sales | 3 |
| MKTG 350 | Consumer Behavior | 3 |
| MKTG 351 | Advertising | 3 |
| MKTG 370 | Sales Leadership | 3 |
| MKTG 371 | Advanced Relationship-Driven Professional Selling | 3 |
| MKTG 443 | Marketing Research | 3 |

Cognate Requirements

**BUAD 317 may be taken as an alternative to COMM 111 and also fulfill the communication competency requirement.

| Item # | Title | credits |
|----------|--|-----------|
| COMM 111 | Speech | 3 |
| CSIS 106 | Comprehensive Spreadsheets | 3 |
| MATH 141 | Introduction to Probability and Statistics | 3 |
| | Total credits: | 78 |

Category Descriptions

BUAD 466 or ECON 401

Credits: 3

| Item # | Title | credits |
|----------|--------------------------------------|---------|
| BUAD 466 | Production and Operations Management | 3 |
| ECON 401 | Managerial Economics | 3 |