

# 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
	<b>Total credits:</b>	<b>78</b>

## Category Descriptions

### BUAD 466 or ECON 401

Credits: 3

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