

Professional Sales Concentration

September, 2022 (v. 2.0)

-- Requirements: 12.0 Credit Hours as Outlined Below --

TARGET AUDIENCE: Marketing Majors within the RCOB

REQUIRED COURSEWORK (Three Courses, 9.0 Credit Hours):

- MKT 3730 – Sales Management (3.0 Credit Hours; MKT 3630 Prerequisite)
- MKT 4630 – Advanced Sales (3.0 Credit Hours; MKT 3630 Prerequisite)
- MKT 4160 – Business Negotiations (3.0 Credit Hours)

ELECTIVE COURSEWORK (One Course, 3.0 Credit Hours):

- MKT 3640 – Retailing (3.0 Credit Hours)
- MKT 4150 – Business-to-Business Marketing (3.0 Credit Hours)
- MKT 4420 – Services Marketing (3.0 Credit Hours)
- MKT 3900R – Experiential Learning: Academic Internship Program (3.0 Credit Hours)

Other Considerations & Policies:

1. The Concentration in Professional Sales is ONLY available to students pursuing the Marketing BSBA.
2. All Students Pursuing the Concentration in Professional Sales must be under the 2021-22 (or later) UTC Academic Program & Course Catalog. This may require additional coursework. Please consult your Academic Advisor for more guidance.
3. All Courses must be upper division (3000 level or above).
4. A minimum GPA of 2.0 is required for the 9.0 required credits in the Professional Sales Concentration.
5. The 9.0 Required Course Credit Hours must be completed at UTC in the Rollins College of Business.
6. A student who is not seeking a Major in Business Administration may only complete a maximum of 30.0 Credit Hours within the RCOB.

