

Marketing: Professional Sales, BSBA

(Marketing Major with Professional Sales Concentration)



April, 2024 (v. 4.0)

-- Requirements: 18.0 Credit Hours as Outlined Below --

MARKETING MAJOR: REQ'D COURSEWORK (18.0 Hours):

- MKT 3620 – Integrated Marketing Communications
- MKT 3630 – Professional Selling
- MKT 3650 – Consumer Behavior
- MKT 4500 – Marketing Research
- MKT 4610 – Marketing Problems
- MGT 3600 – Management Information Systems

MARKETING MAJOR: 1 ELECTIVE (3.0 Hours):

- MKT 3180 – International Marketing
- FIN 4120 – International Finance
- MGT 4380 – International Management
- MGT 4950r – International Business Experience

SALES CONCENTRATION: REQ'D COURSEWORK (9.0 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)

SALES CONCENTRATION: 1 ELECTIVE (3.0 Hours):

- MKT 3640 – Retailing (3.0 Credit Hours)
- MKT 4150 – Business-to-Business Marketing (3.0 Credit Hours)
- MKT 4170 – Strategic Distribution Management (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 2023-24 (or later) UTC Academic Program & Course Catalog. This may require additional coursework. Please consult your Academic Advisor if needed.
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.

