

PROFESSIONAL SELLING MAJOR

Dr. Ross Murray, Program Director

Professional Selling Mission Statement

The mission of the Professional Selling program is to prepare students with professional selling strategies, sales management knowledge, and strategic selling processes to be successful and ethical sales professionals capable of making valuable contributions to organizations in the U.S. and worldwide.

Program Description

The Professional Selling major is focused on developing contemporary work-ready sales professionals for business-to-business and business-to-consumer selling. Our program concentrates on modern industries, products, services, and methodologies to address a growing national need for highly skilled sales professionals. The major provides students with a foundational understanding of sales processes combined with applied, practical learning opportunities via direct interaction with partner companies. Partner firms assist with sales curriculum development and delivery, ensuring the UC graduates are equipped and motivated to be high-performing sales professionals with the prerequisite knowledge, skills, and contacts to secure post-college sales roles.

Program Learning Outcomes

All BSBA students must fulfill the BSBA Core outcomes. In addition, Professional Selling graduates will:

1. Develop professional sales skills.
2. Apply appropriate sales processes to selling situations.
3. Demonstrate sales leadership potential.

What You Will Study

The Professional Selling major is part of the BS in Business Administration degree and requires 120 institutional credits of academic work, including 45 credits of business administration core courses, 24 credits of major courses, and 51 credits of general education requirements and electives. The major allows students to pursue a double major, such as Digital Marketing, Accounting, Financial Planning, Entrepreneurship, Management, or Business Analytics, or a minor in another area. Students can also double major in fields outside the business area, such as communications or digital media design. Such combinations give the student broader opportunities and increase marketability upon graduation.

Professional Selling majors will take a 45-credit business administration core that includes professional certification opportunities for Microsoft Office Specialist certification (MOS), Google Analytics, and others. Certifications in Professional Selling major courses may include Google Analytics, HubSpot, Salesforce, and certifications offered by the National Association of Sales Professionals.

PROFESSIONAL SELLING Major Courses

Course	Title	Credits
MRKT 240	Introduction to Sales & Personal Selling	3
MRKT 350	Sales Automation	3
MRKT 360X	B2B & B2C Sales	3
MRKT 371	Digital Marketing	3
MGMT 343	Sales Management	3
MRKT 415X	Advanced Sales & Negotiations	3
MRKT 425X	Sales Strategy Capstone	3
MRKT 499X	Sales Internship	3
Required Credits in Professional Selling Major:		24
Total Credits for Major (45 BSBA Core + 24 Required in Major):		69

Admission Requirements

Students must gain general admission to the University of Charleston.

Additional Requirements

Professional Selling majors must meet all University of Charleston graduation requirements complete and pass the Peregrine Major Exam in the last semester of the senior year with a C or above in Business Strategy (BUSI 450).

Professional Selling Concentration

Students pursuing other BSBA majors can add a Professional Selling concentration (12 additional credits). Adding Professional Selling coursework provides the student with a wide range of career opportunities upon graduation and can typically be completed within the 120 credits required for a bachelor's degree. The 12 credit hours required for a concentration in Professional Selling are:

Professional Selling Concentration		
MRKT 240	Intro to Sales & Personal Selling	3
MRKT 371	Digital Marketing	3
MGMT 343	Sales Management	3
Select ONE of the following electives:		3
MRKT 350	Sales Automation	
MRKT 360X	B2B & B2C Sales	
MRKT 415X	Advanced Sales & Negotiations	
Total for Concentration:		12