

SALES MANAGEMENT, BBA

Bachelor of Business Administration in Sales Management (660101BBA)

More on the Sales Management major (<https://www.uakron.edu/cba/undergraduate/majors/sales.dot>)

The University of Akron's Sales Management Program, established in 1994, is the 2nd oldest such program in the United States. The [placement rate of our sales students is nearly 100%](#), with some of the highest starting salaries among business graduates. Graduates are working in diverse sectors including medical device sales, insurance sales, financial services, consumer packaged goods market, industrial equipment, software sales and services, and technical sales. Sales Management Careers are a high growth area both nationally and within the State of Ohio. Experts estimate that sales professionals account for 10 percent of U.S. employment, with a projected annual growth of 9%.

With one of the largest collegiate sales training facilities in the country, our sales management program has been recognized nationally and is accredited through the University Sales Center Alliance (<https://www.universitiesalescenteralliance.org/>), a consortium connecting sales faculty to share best practices and expertise. We also offer a minor in Professional Selling and certificate programs in Professional Selling, Sales for Engineering students, and Health Care Selling.

The Sales Program is supported by The Fisher Institute for Professional Selling (<https://bulletin.uakron.edu/undergraduate/research-centers-institutes/fisher-institute-professional-selling/>), which houses our nine state-of-the-art sales training lab rooms, permitting students to augment traditional learning approaches with extensive sales and negotiation role playing and feedback. Additional support is offered through our Fisher Executive Advisory Board, giving students excellent access to professional networking, mentoring, internships and career opportunities.

Requirements for Admission

College of Business Undergraduate Programs

<http://www.uakron.edu/business/advising> (<http://www.uakron.edu/business/advising/>)
(330) 972-7042
businessadvising@uakron.edu
College of Business room 260

The following information has official approval of **The Department of Marketing** and **The College of Business**, but is intended only as a supplemental guide. Official degree requirements are established at the time of transfer and admission to the degree-granting college. Students should refer to the Degree Progress Report (Stellic) which is definitive for graduation requirements. *Completion of this degree within the identified time frame below is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.* The transfer process is completed through an appointment with your academic advisor.

Three year accelerated option: for first time students who have earned credits for at least the first year of courses. Credits can be earned through qualifying scores on appropriate Advanced Placement (AP) exams or through [College Credit Plus Program \(CCP\)](#) courses. Credits for qualifying AP scores or [CCP](#) courses are determined by the

appropriate academic department. Departments may assign varied course credit, depending on the student's score on an AP exam or [grade in a CCP](#) course. Students may also receive credit by examination or via placement tests, where appropriate.

Requirements

Summary

Code	Title	Hours
	General Education Requirements (https://bulletin.uakron.edu/undergraduate/general-education/)	36
	College of Business Core	42
	Additional Business Requirements	6
	Sales Management Requirements	32
	Additional Credits for Graduation *	4
Total Hours		120

* This major requires a minimum of 120 completed credit hours.

Recommended General Education Courses

Code	Title	Hours
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Students pursuing a bachelor's degree must complete the following General Education coursework. Diversity courses may also fulfill major or Breadth of Knowledge requirements. Integrated and Applied Learning courses may also fulfill requirements in the major.

Students are not required to enroll in the specific courses listed below. However, to facilitate successful degree completion, the academic department strongly encourages completion of the following recommendations.

Academic Foundations 12

Mathematics, Statistics and Logic: 3 credit hours

MATH 145 Algebra for Calculus

Speaking: 3 credit hours

COMM 105 Introduction to Public Speaking
or COMM 106 Effective Oral Communication

Writing: 6 credit hours

ENGL 111 English Composition I

ENGL 112 English Composition II

Breadth of Knowledge 22

Arts/Humanities: 9 credit hours

HIST 200 Empires of the Ancient World

Natural Sciences: 7 credit hours

Social Sciences: 6 credit hours

ECON 200 Principles of Microeconomics

SOCIO 100 Introduction to Sociology

Diversity

Domestic Diversity

SOCIO 100 Introduction to Sociology

Global Diversity

HIST 200 Empires of the Ancient World

Integrated and Applied Learning 2

Select one class from one of the following subcategories:

Complex Issues Facing Society

Capstone

Review the General Education Requirements page for detailed course listings.

Total Hours **36**

College of Business Core ¹

Code	Title	Hours
ECON 201 or ECON 244	Principles of Macroeconomics ² Introduction to Economic Analysis	3
BUSN 230 or COMM 235	Business Communication Business and Professional Communication	3
ACCT 201	Accounting Principles I	3
ACCT 202	Accounting Principles II	3
ACCT 250	Spreadsheet Modeling & Decision Analysis	3
BLAW 220	Legal & Social Environment of Business	3
FIN 301	Principles of Finance	3
MGMT 304	Business Statistics	3
MGMT 201	Management: Principles & Concepts	3
MGMT 305	Business Analytics	3
MGMT 490	Strategic Management	3
SCM 330	Principles of Supply Chain and Operations Management	3
MKTG 205	Marketing Principles	3
INTB 205	International Business	3
Total Hours		42

¹ Student must also have a minimum cumulative GPA of 2.0 across the College of Business Core.

² Students cannot get credit for both ECON 201 and ECON 244.

Additional Business Requirements

Code	Title	Hours
General Education Mathematics Requirement		
MATH 145	Algebra for Calculus	4
Required Business Courses		
BUSN 110	College of Business Success Seminar ¹	1
BUSN 111	Professional Development Seminar ¹	1
Recommended Business Courses		
BUSN 200	Personal Leadership Skills	
Total Hours		6

¹ Only required for first-year students. Transfer students are excluded from this requirement.

Sales Management Requirements

Code	Title	Hours
Foundation Core		
SALES 275	Professional Selling	3
MKTG 335	Marketing Research	3
MKTG 355	Consumer Behavior	3
MKTG 385	Data Visualization	1
MKTG 336	Marketing Research Lab	1
MKTG 375	Marketing & Sales Analytics	3

Core Competencies Courses

MKTG 460	B2B Marketing ¹	3
SALES 475	Business Negotiations ¹	3
SALES 478	Advanced Professional Selling ¹	3
SALES 480	Sales Management ¹	3

Professional Courses

SALES 487 or MKTG 491	Internship in Sales Management ¹ Professional Workshops in Marketing	3
MKTG 499	Marketing Capstone Project ¹	3
Total Hours		32

¹ Must be admitted to a four-year degree granting major.

Graduation Requirements – Review Stellar for Status

- 120 Credit Hours
- College of Business residency = Last 15 credits earned in the College of Business
- UA Residency = Students must complete their final 30 credits in residence at The University of Akron
- At least 50% of the business core and major course requirements must be earned at The University of Akron
- Overall GPA = 2.3
- Major GPA = 2.0
- Business & Economics GPA = 2.0
- Business Core Classes GPA = 2.0

Recommended Sequence

1st Year

Fall Semester	Hours	
BUSN 110	College of Business Success Seminar ¹	1
ENGL 111	English Composition I	3
MATH 145	Algebra for Calculus	4
COMM 105	Introduction to Public Speaking	3
SOCIO 100	Introduction to Sociology	3
	Humanities Requirement	3
Hours	17	

Spring Semester

BUSN 111	Professional Development Seminar	1
ENGL 112	English Composition II	3
	Natural Science Requirement with Lab	4
	Arts Requirement	3
	Humanities Requirement	3
	Global Diversity Requirement	3
Hours	17	

2nd Year

Fall Semester	Hours	
ECON 200	Principles of Microeconomics	3
ACCT 201	Accounting Principles I	3
ACCT 250	Spreadsheet Modeling & Decision Analysis	3
INTB 205	International Business	3

MKTG 205	Marketing Principles	3
Hours		15
Spring Semester		
ECON 201	Principles of Macroeconomics	3
BUSN 230 or COMM 235	Business Communication or Business and Professional Communication	3
ACCT 202	Accounting Principles II	3
BLAW 220	Legal & Social Environment of Business	3
MGMT 201	Management: Principles & Concepts	3
Hours		15
3rd Year		
Fall Semester		
FIN 301	Principles of Finance	3
MGMT 304	Business Statistics	3
SCM 330	Principles of Supply Chain and Operations Management	3
SALES 275	Professional Selling	3
	Complex Issues Requirement	3
Hours		15
Spring Semester		
MGMT 305	Business Analytics	3
MKTG 335	Marketing Research	3
MKTG 355	Consumer Behavior	3
	MKTG 385 Data Visualization	1
SALES 475	Business Negotiations	3
	Natural Science Requirement	3
Hours		16
4th Year		
Fall Semester		
MKTG 375	Marketing & Sales Analytics	3
SALES 480	Sales Management	3
MKTG 460	B2B Marketing	3
SALES 487	Internship in Sales Management	3
	General Elective	1
Hours		13
Spring Semester		
MGMT 490	Strategic Management	3
MKTG 499	Marketing Capstone Project	3
SALES 478	Advanced Professional Selling	3
	General Elective	3
Hours		12
Total Hours		120

¹ Required for some first year students

² Must take three 1-credit hour Professional Workshops in Marketing