

SALES CONCENTRATION

The Sales concentration provides students with the opportunity to develop communication, interpersonal, decision-making, and critical-thinking skills that will enable them to effectively carry out sales functions across a variety of contexts, career paths, and industries. The Sales concentration is specifically designed to develop knowledge and skills in relational and consultative selling.

Sales Concentration Curriculum - 18 credit hours

Code	Title	Credits
Core Requirements		9
MKT 3100	PROFESSIONAL SELLING ¹	
MKT 4200	CONSULTATIVE SELLING PRINCIPLES	
MKT 4320	SALES MANAGEMENT	
Electives (select 9 credit hours from courses listed below)		9
MKT 4760	SELLING IN AN ENTREPRENEURIAL CONTEXT	
MKT 4510	MARKETING INTERNSHIP	
MKT 4220	GLOBAL STRATEGIC ACCOUNT MANAGEMENT	
MKT 4210	SELLING FINANCIAL SERVICES	
MKT 3610	BUSINESS TO BUSINESS MARKETING	
MKT 3600	BUSINESS ETHICS	
MKT 3350	MARKETING SERVICE PRODUCTS	
MKT 3340	CHANNELS OF DISTRIBUTION	
MKT 3320	CONSUMER BEHAVIOR	
MKT 4000	SPECIAL TOPICS IN MARKETING	
SCMT 4450	MANAGERIAL NEGOTIATION STRATEGIES	

Sales Secondary BSBA Concentration Curriculum - 12 Credit Hours

Code	Title	Credits
Required Courses		3
MKT 3100	PROFESSIONAL SELLING ¹	
Electives (select 9 credit hours from the courses listed below)		9
MKT 4760	SELLING IN AN ENTREPRENEURIAL CONTEXT	
MKT 4510	MARKETING INTERNSHIP	
MKT 4220	GLOBAL STRATEGIC ACCOUNT MANAGEMENT	
MKT 4200	CONSULTATIVE SELLING PRINCIPLES	
MKT 4320	SALES MANAGEMENT	
MKT 4210	SELLING FINANCIAL SERVICES	
MKT 3610	BUSINESS TO BUSINESS MARKETING	
MKT 3600	BUSINESS ETHICS	
MKT 3350	MARKETING SERVICE PRODUCTS	
MKT 3340	CHANNELS OF DISTRIBUTION	
MKT 3320	CONSUMER BEHAVIOR	
MKT 4000	SPECIAL TOPICS IN MARKETING	
SCMT 4450	MANAGERIAL NEGOTIATION STRATEGIES	

¹ C+ or better is required

BSBA Degree with Sales Concentration

Freshman		
Fall		Credits
ENGL 1150	ENGLISH COMPOSITION I ¹	3
MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS ²	3
CMST 1110	PUBLIC SPEAKING FUNDS	3
Humanities and Fine Arts with Global Diversity		3
Social Sciences		3
Credits		15
Spring		
ENGL 1160	ENGLISH COMPOSITION II	3
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	3
Humanities and Fine Arts with US Diversity		3
Humanities and Fine Arts		3
Natural/Physical Science		3
Credits		15
Sophomore		
Fall		
MKT 3200	BUSINESS COMMUNICATIONS	3
ACCT 2010	PRINCIPLES OF ACCOUNTING I	3
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO)	3
Natural/Physical Science with Laboratory		4
International Dimension		3
Credits		16
Spring		
ACCT 2020	PRINCIPLES OF ACCOUNTING II	3
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS	3
MKT 3310	PRINCIPLES OF MARKETING ³	3
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	3
Elective		3
Credits		15
Junior		
Fall		
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT	3
LAWS 3930	BUSINESS LAW FUNDAMENTALS	3
MKT 3100	PROFESSIONAL SELLING ⁴	3
International Dimension		3
Elective		3
Credits		15
Spring		
MKT 4320	SALES MANAGEMENT	3
MGMT 3100	MANAGEMENT INFORMATION SYSTEMS	3
Sales Elective ⁵		3
Elective		3
Elective		3
Credits		15
Senior		
Fall		
MKT 4200	CONSULTATIVE SELLING PRINCIPLES	3
SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN	3
Sales Elective ⁵		3
Elective		3
Elective		3
Credits		15

Spring

MGMT 4480	CORPORATE AND BUSINESS STRATEGY	3
Sales Elective ⁵		3
Elective		3
Elective		3
2 Credit Elective		2
Credits		14
Total Credits		120

¹ Requires placement from UNO's English Placement and Proficiency Exam.

² Requires placement from ACT/SAT scores, UNO's Math Placement Exam, or an approved prerequisite course within the last two years. Students might be required to take a lower level math course before MATH 1370 depending on their placement scores.

³ Students who are concentrating in Sales must receive a grade of "C+" or better in MKT 3310

⁴ Students who are concentrating in Sales must receive a grade of "C+" or better in MKT 3100

⁵ For this requirement students must choose from an approved list of Sales Elective classes. (See DegreeWorks for approved options)

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

This plan is not a contract and curriculum is subject to change

Additional Information About this Plan:

University Degree Requirements: The minimum number of hours for a UNO undergraduate degree is 120 credit hours. Please review the requirements for your specific program to determine all requirements for the program. In order to graduate on-time (four years for an undergraduate degree), you need to take 30 hours each year.

General Education courses (Humanities, Social Science & Natural Science) must be from at least two different disciplines <https://www.unomaha.edu/general-education/overview/index.php>. (<https://www.unomaha.edu/general-education/overview/index.php.html>)

Placement Exams: For Math, English, Foreign Language, a placement exam may be required. More information on these exams can be found at <https://www.unomaha.edu/enrollment-management/testing-center/placement-exams/information.php>

**Transfer credit or placement exam scores may change suggested plan of study

GPA Requirements:

Courses within the College of Business require students to obtain a minimum NU GPA of 2.5 or better.

Graduation Requirements:

Students must earn a minimum of 120 credit hours for a BSBA.

42 of those credit hours must be in upper division courses.

Students must earn a C (2.00) or above in all fundamental academic skills, pre-business, upper division business core, and business concentration courses.

CBA students must earn a minimum NU GPA of 2.50 and a minimum Business GPA of 2.50. If students are earning an accounting concentration or secondary concentration, a minimum upper division accounting GPA of 2.50 is additionally required.