

# PROFESSIONAL SALES MAJOR (B.S.)

Sales is the most common career entry point for college marketing graduates, and a popular first job for business students majoring in any number of fields, including economics, international business, management, finance, operations management, and human resources. And yet, employers continue to report frustration with their inability to fill sales job openings. These open positions often go unfilled because there is a shortage of qualified candidates who possess the skills needed to step into a sales role – and succeed – in a variety of industries or as a business development officer in the nonprofit sector.

Our Professional Sales major develops critical knowledge and perspective in the fields of revenue generation, business development, and sales management, while nurturing an understanding of the role sales plays within an organization. This strategic mastery is coupled with pragmatic expertise, ultimately translating into success in the employment marketplace – professional sales skills are highly transferable across industries and can be applied in private and public companies, nonprofit organizations, and social missions.

For further information about degree requirement policies and guidelines, see the Degree Requirements ([catalog.bentley.edu/undergraduate/degree-requirements/](http://catalog.bentley.edu/undergraduate/degree-requirements/)) page.

## Major Requirements Major Courses (24 Credits)

Course	Title	Credits
<b>Required Courses</b>		
MG 240	Interpersonal Relations in Management	3
MG 360	Negotiating	3
MK 250	Marketing Essentials	3
PRS 339	Effective Selling	3
PRS 343	Sales Management	3
PRS 373	Sales Strategy and Technology	3
PRS 421	Professional Sales Internship <sup>1</sup>	3
Select one of the following:		3
EC 382	Time Series Analysis	
SO 265	Talk at Work	
XD 320	Managerial Communication	
<b>Total Credits</b>		<b>24</b>

<sup>1</sup> Students not eligible for PRS 421 Professional Sales Internship will take a Directed Study approved by the Director.

## The Business Environment (6 Credits)

Course	Title	Credits
CS 305	Business Processes and Systems	3
MG 300	Strategic Management	3
<b>Total Credits</b>		<b>6</b>

## General Degree Requirements Foundations for Success (15 Credits)

Course	Title	Credits
FDS 100	Falcon Discovery Seminar	3
<b>Communications and Writing</b>		
Select one from:		
EMS 101	Critical Reading and Writing	3
or EMS 101L	Critical Reading and Writing with Lab	
or EMS 102	Critical Reading and Writing for ESOL	
or EMS 102L	Critical Reading and Writing for ESOL with Lab	
And one from:		
EMS 104	Multimodal Communication	3
or EMS 105	Multimodal Communication for ESOL	
<b>Information Technology</b>		
CS 100	Solving Business Problems with Information Technology	3
<b>Mathematical Sciences</b>		
Select one from:		
MA 105	Mathematical Foundations for Business	3
or MA 105L	Mathematical Foundations for Business with Lab	
or MA 107	Applied Calculus for Business	
or MA 107L	Applied Calculus for Business with Lab	
or MA 131	Calculus I	
or MA 131L	Calculus I with Lab	
<b>Total Credits</b>		<b>15</b>

## Context and Perspectives (18 Credits)

Course	Title	Credits
Students must take six courses, one in each category of Context and Perspectives:		
	Culture, Change, and Behavior ( <a href="http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#culturechangeandbehavior">catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#culturechangeandbehavior</a> )	
	Globalization ( <a href="http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#globalization">catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#globalization</a> )	
	Institutions and Power ( <a href="http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#institutionsandpower">catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#institutionsandpower</a> )	
	Race, Gender, and Inequality ( <a href="http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#racegenderandinequality">catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#racegenderandinequality</a> )	
	Scientific Inquiry ( <a href="http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#scientificinquiry">catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#scientificinquiry</a> )	
	Values, Ethics, and Society ( <a href="http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#valuesethicsandsociety">catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#valuesethicsandsociety</a> )	
<b>Total Credits</b>		<b>18</b>

## Business Dynamics/Business Administration Minor (18 Credits)

Course	Title	Credits
All courses are required:		
AC 115	Introduction to Financial Reporting and Analysis	3
EC 111	Principles of Microeconomics	3
FI 118	Introduction to Finance	3
LA 100	Business Law	3
MG 116	Human Dynamics in Organizations	3
ST 113	Business Statistics	3
<b>Total Credits</b>		<b>18</b>

## Communication Intensive

All students are required to take a three-credit course designated as a Communication Intensive. This requirement can be met within a variety of course subjects in both Arts & Sciences and Business. Communication Intensive courses are designated with a "CI" in the course schedule. *Transfer students with a minimum of 30 credits will be waived from the Communication Intensive requirement.*

Please note that certain majors have an additional three-credit Communication Intensive built into their major requirements, separate from the general CI requirement.

## Additional Requirements

### Arts and Sciences Electives (15 Credits)

Course	Title	Credits
Select five Arts & Sciences elective courses		15
<b>Total Credits</b>		<b>15</b>

### Unrestricted Electives (24 Credits)

Course	Title	Credits
Select eight elective courses		24
<b>Total Credits</b>		<b>24</b>

**Total: 120 Credits**