

# 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   |
|------------------------------|--|-----------|
| Required Courses:            |  |           |
| 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 Multilingual Students          |           |
| or EMS 102L                       | Critical Reading and Writing for Multilingual Students with Lab |           |
| And one from:                     |   |           |
| EMS 104                           | Multimodal Communication  | 3         |
| or EMS 105                        | Multimodal Communication for Multilingual Students              |           |
| <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 "Communication Intensive" course tag in Workday. *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