

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 and Sales secondary concentration students are required to earn a "C+" or better in MKT 3310 or MKT 3100.

BSBA Degree with Sales Concentration Requirements

| Code | Title | Credits |
|--|--|-----------|
| General Education Requirements - 46 Hours Required | | |
| Fundamental Academic Skills | | 15 |
| ENGL 1150 | ENGLISH COMPOSITION I | |
| ENGL 1160 | ENGLISH COMPOSITION II | |
| Writing in the Discipline Course | | |
| CMST 1110 or CMST 2120 | PUBLIC SPEAKING FUNDS ARGUMENTATION AND DEBATE | |
| MATH 1120 | INTRODUCTION TO MATHEMATICAL AND COMPUTATIONAL THINKING | |
| or MATH 1100 | DATA LITERACY AND VISUALIZATION | |
| or MATH 1130 | QUANTITATIVE LITERACY | |
| or MATH 1140 | QUANTITATIVE REASONING FOR HEALTHCARE PROFESSIONALS | |
| or MATH 1300 | COLLEGE ALGEBRA WITH SUPPORT | |
| or STAT 1100 | DATA LITERACY AND VISUALIZATION | |
| or STAT 1530 | ELEMENTARY STATISTICS | |
| Distribution Requirements | | 31 |
| Natural Science - From two disciplines and at least one lab - 7 hrs | | |
| Social Science - From two disciplines - 9 hrs | | |
| Humanities and Fine Arts - From two disciplines - 9 hrs | | |
| Global Diversity - 3 hrs | | |
| US Diversity - 3 hrs | | |
| MAJOR REQUIREMENTS - 69 Hours Required | | |
| Must complete all MAJOR REQUIREMENTS with a grade of C (2.0) or higher | | |
| **Course will satisfy UNO's General Education requirement | | |
| ^Course requires pre-requisite(s) | | |
| All of the following: | | |
| ENGL 1150 | ENGLISH COMPOSITION I (** ^) | |
| ENGL 1160 | ENGLISH COMPOSITION II (** ^) | |
| CMST 1110 | PUBLIC SPEAKING FUNDS (**) | |
| Select 1 of the Following | | 3 |
| MATH 1370 | APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS (^) | |
| MATH 1930 | CALCULUS FOR THE MANAGERIAL, LIFE, AND SOCIAL SCIENCES (^) | |
| All of the following | | 45 |
| ECON 2200 | PRINCIPLES OF ECONOMICS (MICRO) (** ^) | |
| ECON 2220 | PRINCIPLES OF ECONOMICS (MACRO) (** ^) | |
| BSAD 2130 | PRINCIPLES OF BUSINESS STATISTICS (^) | |

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| ACCT 2010 | PRINCIPLES OF ACCOUNTING I (^) | |
| ACCT 2020 | PRINCIPLES OF ACCOUNTING II (^) | |
| MKT 3200 | BUSINESS COMMUNICATIONS (** ^) | |
| MKT 3310 | PRINCIPLES OF MARKETING (^) | |
| MGMT 3490 | MANAGING PEOPLE AND ORGANIZATIONS (^) | |
| LAWS 3930 | BUSINESS LAW FUNDAMENTALS (^) | |
| FNBK 3250 | PRINCIPLES OF FINANCIAL MANAGEMENT (^) | |
| MGMT 3100 | MANAGEMENT INFORMATION SYSTEMS (^) | |
| SCMT 3500 | MANAGING OPERATIONS IN THE SUPPLY CHAIN (^) | |
| MGMT 4480 | CORPORATE AND BUSINESS STRATEGY (^) | |
| *INTERNATIONAL DIMENSION - 3 hrs | | |
| *INTERNATIONAL DIMENSION - 3 hrs | | |
| *Students must complete at least six hours of course work beyond the general education diversity requirement with a global perspective (i.e., history, political science, literature or geography of foreign countries, foreign languages, international business, etc.). Global courses include all university general education global diversity courses listed on the General Education website, plus the international business courses shown on the student's DegreeWorks website | | |
| Select 1 of the Following | | 3 |
| CMST 2120 | ARGUMENTATION AND DEBATE (**) | |
| CMST 3130 | SPEECH COMMUNICATION IN BUSINESS AND THE PROFESSIONS (^) | |
| CMST 3140 | CONTEMPORARY PRESENTATIONS (^) | |
| CMST 3150 | INTERCOLLEGIATE FORENSICS I (^) | |
| CMST 3160 | INTERCOLLEGIATE FORENSICS II (^) | |
| MKT 3100 | PROFESSIONAL SELLING (^) | |
| Sales Concentration Courses | | 9 |
| All of the Following | | 9 |
| MKT 3100 | PROFESSIONAL SELLING (^) | |
| MKT 4200 | CONSULTATIVE SELLING PRINCIPLES (^) | |
| MKT 4320 | SALES MANAGEMENT (^) | |
| Select 3 of the Following | | 9 |
| MKT 4760 | SELLING IN AN ENTREPRENEURIAL CONTEXT (^) | |
| MKT 4510 | MARKETING INTERNSHIP (^) | |
| MKT 4220 | GLOBAL STRATEGIC ACCOUNT MANAGEMENT (^) | |
| MKT 4210 | SELLING FINANCIAL SERVICES (^) | |
| MKT 3400 | MARKETING INNOVATION (^) | |
| MKT 3610 | BUSINESS TO BUSINESS MARKETING (^) | |
| MKT 3600 | BUSINESS ETHICS (^) | |
| MKT 3350 | MARKETING SERVICE PRODUCTS (^) | |
| MKT 3340 | OMNI CHANNEL MARKETING (^) | |
| MKT 3320 | CONSUMER BEHAVIOR (^) | |
| MKT 4000 | SPECIAL TOPICS IN MARKETING (^ Sales) | |
| SCMT 4450 | MANAGERIAL NEGOTIATION STRATEGIES (^) | |
| ELECTIVES | | 5 |
| Elective hours as required to reach a total of 120 hours | | |

Secondary Concentration in Sales Requirements

| Code | Title | Credits |
|--|---------------------------------------|---------|
| 12 Hours Required | | |
| All of the Following - 3 Hours | | |
| MKT 3100 | PROFESSIONAL SELLING | |
| Select 3 of the Following - 9 Hours | | |
| MKT 4760 | SELLING IN AN ENTREPRENEURIAL CONTEXT | |
| MKT 3400 | MARKETING INNOVATION | |
| 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 | OMNI CHANNEL MARKETING | |
| MKT 3320 | CONSUMER BEHAVIOR | |
| MKT 4000 | SPECIAL TOPICS IN MARKETING (Sales) | |
| SCMT 4450 | MANAGERIAL NEGOTIATION STRATEGIES | |

BSBA Degree with Sales Concentration Four Year Plan

Freshman

| Code | Title | Credits |
|--|--|-----------|
| Fall | | |
| 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 |

| Code | Title | Credits |
|--|--------------------------------------|-----------|
| 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 |

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|----------------|-----------------------------------|-----------|
| MGMT 3490 | MANAGING PEOPLE AND ORGANIZATIONS | 3 |
| Elective | | 3 |
| Credits | | 15 |

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|-------------------------|------------------------------------|-----------|
| 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 |

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|-----------------------------|--------------------------------|-----------|
| 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 |

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|-----------------------------|---------------------------------|------------|
| 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.