Professional Sales B.B.A.

Major
Bachelor of Business Administration
Marketing
Labovitz School of Business and Economics

Are you a self-starter who enjoys setting and meeting challenging goals? Do you thrive working with people in a fast-paced, competitive environment? Do you want to help customers discover effective solutions to their business needs? If so, the Professional Sales major may be a great fit for you.

The Professional Sales major prepares students to build long-term customer relationships and meet top-line revenue and profit margin objectives by becoming effective listeners and problem solvers.

Why UMD

• This is a new major for the 2019-2020 academic year!

Acquired Skills

• Develop strong communication and analytical skills to create innovative solutions to meet customer needs.
• Gain experience using customer relationship management systems and data to comprehend unmet needs and facilitate buying decisions.

Career Possibilities

The sales major placement rate is anticipated to be 90-100% for the foreseeable future based on job placement data from 135 U.S. university sales programs. Sales majors work across the majority of industries in divisions and roles such as:

• New Business Development
• Key Account Management
• Sales Specialists

Student Clubs

The Sales Club helps students build their professional network and connect with organizations for potential career opportunities. Students discuss the roles and responsibilities of salespeople and participate in mock presentations at local and national competitions.

Requirements

Freshmen and transfer students are typically admitted as pre-accounting students. Admission to candidacy status, which allows access to upper division LSBE classes, typically occurs at the junior level when students have successfully completed all pre-major (pre-candidacy) course requirements and met all of the GPA standards. Students with 2.60 UM and overall, and 2.00 internal and pre-major GPAs, are admitted into the major upon completion of pre-major courses.