

# PROFESSIONAL SALES, COMPREHENSIVE MAJOR

A **Professional Sales major** prepares students for one of the most in-demand and rewarding careers in business. In today's competitive marketplace, companies need skilled sales professionals who can build relationships, solve complex business problems, and drive revenue growth. Business-to-business sales isn't about pushy tactics—it's about strategic thinking, trust-building, and value creation. Students learn to sell solutions, not just products, by understanding client needs and aligning them with tailored offerings.

**Key Benefits:**

- **Excellent Career Opportunities:** Graduates enter the workforce with a clear career path and strong earning potential. Business-to-business sales roles often include account management, technical sales, business development, and consultative selling, with opportunities to quickly move into leadership.
- **Hands-On, Real-World Learning:** Students develop practical skills through role-plays, CRM training, sales competitions, and internships. This experience translates directly into confidence and success on the job from day one.
- **Transferable Skills:** Skills in communication, negotiation, problem-solving, and data analysis gained through a Professional Sales major are highly valued across roles and industries—even for those who don't stay in sales long term.
- **Competitive Advantage:** A formal sales education sets graduates apart in the job market. While many professionals "fall into" sales, those with specialized training are better prepared to succeed—and to lead.

(Code 842-001)

**University Requirements**

**GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE**

Credit Requirements	
Minimum total for graduation <sup>1</sup>	120
Upper division credits (courses numbered 300 and higher)	39
Core General Education	10 courses, 36 credits

Academic Concentrations (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16>)

**Grade Point Requirements (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header14>) <sup>2</sup>**

Total	2.00 average
Resident	2.00 average
Major	2.00 average
Minor	2.00 average
Certificate	2.00 average

**University Residency Requirements (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header15>)**

Minimum total	30
Senior year	23
Major, Standard, upper division in residence	12
Major, Comprehensive, upper division in residence	21

Certificate	25 percent of credits
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**Procedures Required for Graduation**

- Obtain admission to the degree program and/or the College offering it.
- Apply for graduation on CampS.

<sup>1</sup> Certain programs exceed this minimum.  
<sup>2</sup> See special requirements in each College.

**Applicability of Credits Toward Graduation**

**Junior College or Two-Year College Credits.** A maximum of 72 semester credits earned in a junior college or two-year college will be accepted as degree credits at UW-Eau Claire.

**Extension Credits.** Credits earned in credit outreach courses offered by UW-Eau Claire are treated as resident credits. Credits earned in extension courses offered by other units of the Universities of Wisconsin System are treated as transfer credits. All other (non-UW) extension and correspondence credits are normally limited to one-fourth of the total required for graduation from any curriculum.

**WTCS Credits.** A maximum of 72 semester credits earned in college parallel programs at Madison Area Technical College, Milwaukee Area Technical College, Nicolet Area Technical College, or Chippewa Valley Technical College may be accepted as degree credits at UW-Eau Claire. A set number of general education courses will be accepted from other technical schools. Occupational and technical courses may also be considered for transfer if the quality and content of the course work from the technical college is judged to be comparable to course work at UW-Eau Claire. Refer to the Transfer Credit Wizard ([https://www.uwec.sis.wisconsin.edu/psp/eauprd-tb/EMPLOYEE/SA/c/EAU\\_SS\\_CUSTOM.EAU\\_TRNCRDWZ.GBL](https://www.uwec.sis.wisconsin.edu/psp/eauprd-tb/EMPLOYEE/SA/c/EAU_SS_CUSTOM.EAU_TRNCRDWZ.GBL)) or contact the UW-Eau Claire Admissions Office for information about the current transfer policy.

**USAFI Credit.** UW-Eau Claire will accept up to 32 semester credits for work done through the United States Armed Forces Institute, under the provision for non-UW correspondence credit (see Extension Credits above).

**Activity Credit (band, chorus, drama, KINS 100-184 courses)** Students may count toward graduation no more than one credit of KINS 110-184 courses. Students may count toward graduation no more than four credits earned in any single activity course and no more than 12 credits resulting from any combination of activity courses (excluding KINS 110-184 courses).

**Other Restricted Credits.** For other University restrictions, see the following: Cooperative Education; Credit by Examination; Satisfactory/Unsatisfactory Registration; Transfer of Credits. College or departmental restrictions may also be placed on Independent Study (399-499 courses), Directed Study (395-495), and other types of credits.

APPLICABILITY OF CREDITS TOWARD GRADUATION	Credit Restrictions
<b>Satisfactory/Unsatisfactory</b>	
Total degree credit	maximum 12
Major, Standard	maximum 1 course
Major, Comprehensive	maximum 2 courses
Minor	maximum 1 course

**Credit by Examination**

Total degree credit	maximum ¼ of total
Major or minor	maximum ½ of total

**Two-Year College Credits**

Total degree credit	maximum 72 credits
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**Activity credit (band, chorus, drama, KINS 100-184)**

Total KINS 100-184	maximum 1 credit
Total Band, chorus, drama	maximum 12 credits
Single course band, chorus, drama	maximum 4 credits

**Extension credits**

UW-System	no maximum
Other extension/correspondence	maximum ¼ of total

**USAFI**

USAFI	maximum 32 credits
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## Core General Education Requirements (CGER)

**CGER Categories**

Mathematics & Quantitative Reasoning (MQR) ( <a href="http://catalog.uwec.edu/undergraduate/outcome-mqr/">http://catalog.uwec.edu/undergraduate/outcome-mqr/</a> )	4 credit hours, 1 course min
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Includes University Math Requirement <sup>1</sup>

Communication & Literacy (CL) ( <a href="http://catalog.uwec.edu/undergraduate/outcome-cl/">http://catalog.uwec.edu/undergraduate/outcome-cl/</a> )	8 credit hours, 2 course min (including CL-W)
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Includes University Writing Requirement (CL-W) (<http://catalog.uwec.edu/undergraduate/outcome-clw/>) <sup>2</sup>

Natural Sciences & Wellness (NSW/NSWL) ( <a href="http://catalog.uwec.edu/undergraduate/outcome-NSW/">http://catalog.uwec.edu/undergraduate/outcome-NSW/</a> )	6 credit hours, 1 course min (NSW-Lab required)
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Social & Behavioral Sciences (SBS) ( <a href="https://nextcatalog.uwec.edu/undergraduate/outcome-sbs/">https://nextcatalog.uwec.edu/undergraduate/outcome-sbs/</a> )	6 credit hours, 2 course min
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Humanities & Arts (HA) ( <a href="http://catalog.uwec.edu/undergraduate/outcome-ha/">http://catalog.uwec.edu/undergraduate/outcome-ha/</a> )	6 credit hours, 2 course min
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Civics & Perspectives (CP) ( <a href="http://catalog.uwec.edu/undergraduate/outcome-cp/">http://catalog.uwec.edu/undergraduate/outcome-cp/</a> )	6 credit hours, 2 course min
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**CGER Totals** <sup>3</sup>

Credits	minimum 36 credits
Courses	minimum 10 courses

<sup>1</sup> **University Mathematics Requirement:**

Students satisfy the University Mathematics Requirement in one of four ways:

- completing an approved university-level mathematics course (MQR) with a grade of C (not C-) or above

- achieving a suitable score on the UW Math Placement Test (<https://www.uwec.edu/academics/academic-support/advising/testing/placement-testing/>)
- achieving a suitable score on an exam such as the Advanced Placement Calculus or Advanced Placement Statistics exams
- achieving a suitable score on a Credit by Examination administered by the Department of Mathematics.

<sup>2</sup> **University Writing Requirement:**

Students satisfy the University Writing Requirement in one of four ways:

- completing a Blugold Seminar in Critical Reading and Writing course (WRIT 102 (<https://catalog.uwec.edu/search/?P=WRIT%20102>), WRIT 114 (<https://catalog.uwec.edu/search/?P=WRIT%20114>), WRIT 116 (<https://catalog.uwec.edu/search/?P=WRIT%20116>), WRIT 118 (<https://catalog.uwec.edu/search/?P=WRIT%20118>), or WRIT 120 (<https://catalog.uwec.edu/search/?P=WRIT%20120>)) with a grade of C (not C-) or above
- achieving a suitable score on the English Placement Test (<https://www.uwec.edu/academics/blugold-seminar/writ-courses-placement/>) (WPT ENGL)
- achieving a suitable score on an exam such as the Advanced Placement English Literature and Composition or Advanced Placement English Language and Composition exams
- achieving a suitable score on the University Writing Program Portfolio.

<sup>3</sup> **Completion via Placement Tests**

- Writing: If the CL-W subcategory is satisfied through a placement test, the CGER Communication and Literacy requirement will be reduced from 8 credits (2 courses) to 3 credits (1 course).
- Mathematics: If the University Math Requirement is satisfied through a placement test, the CGER Mathematics & Quantitative Reasoning requirement will be considered fully met, replacing the 4-credit (1 course) requirement.
- Students must still complete 36 credits across 10 courses, with any remaining credits or courses eligible to be taken from any CGER category.

## College Degree Requirements

## Bachelor of Business Administration Degree Requirements

**Credits for Graduation**

All candidates for the BBA degree need a minimum of 120 credits to graduate.

**Student Professional Development Program**

All students pursuing a major in the College of Business must complete the Student Professional Development Workshops. All students pursuing a minor in the Department of Management and Leadership Programs must complete the Student Professional Development Workshops. The program is designed to equip students with the skills needed to present themselves professionally during their job search and upon entering their chosen careers. Students are strongly encouraged to complete the workshops prior to the end of their third semester on campus. The program consists of four workshops: The Business Professional, Professional Image, Professional Etiquette, Professional Networking Event. For more information, visit the College of Business website (<http://www.uwec.edu/academics/college-business/academic-resources/student-professional-development-program/>).

**Grade Point Requirements**

Candidates for the BBA degree must earn a minimum GPA of 2.00 in their major and in courses taken in residence. (See the special requirements for the Comprehensive Major in Health Care Administration. (<http://catalog.uwec.edu/>))

undergraduate/business/management-leadership/health-care-administration-comprehensive-major-bba/)) If a minor is required, or is to be listed as an official minor, the candidate must earn a minimum GPA of 2.00 in the minor.

- Unless otherwise indicated, no College of Business course may be taken on a Satisfactory/Unsatisfactory basis as part of a major, minor, or certificate described by one of the departments in the College of Business. This excludes courses that are only offered on an S/U basis. Specific programs (major, minor, certificate) may have additional requirements. Please check program requirements.
- Business courses may be taken on a Satisfactory/Unsatisfactory basis only concurrent with or following completion of the student’s major or business minor.

Major Requirements

(Code 842-001)

Proficiency Requirements

Proficiency requirements include basic prerequisite courses and/or entry-level competencies for the major. These are not counted as credits in the major.

Code	Title	Credits
BSAD 180	Foundations for Success in Business	3
ECON 103	Principles of Microeconomics	3
ECON 104	Principles of Macroeconomics	3
MATH 104	Finite Mathematics with Applications <sup>1</sup>	4
or MATH 109	Algebra for Calculus	
MATH 246	Elementary Statistics	4
or MATH 247	Elementary Statistics with Algebra Review II	

<sup>1</sup> MATH 104 or MATH 109 or UWX MA116 or beyond, or competency to enter MATH 111

The BUSCORE

The BUSCORE is the common body of courses taken by all BBA students with the exception of the Health Care Administration major. It consists of the following courses:

Code	Title	Credits
<b>BUSCORE Courses</b>		
ACCT 201	Introduction to Accounting	3
BCOM 207	Business Communication: Persuasive Messaging, Conversations, and Professional Development <sup>1</sup>	3
BLAW 305	Legal and Regulatory Environment	3
BSAD 300	Cultural Competence for Today's Workplace	1
FIN 320	Principles of Finance	3
IS 240	Information Systems in Business	3
MKTG 330	Principles of Marketing	3
MGMT 340	Organizational Behavior: Leading and Developing People, Teams, and Culture	3
MGMT 449	Strategic Management in a Global Business Environment <sup>2</sup>	3

OSCM 341	Operations Management	3
<b>Total Credits</b>		<b>28</b>

<sup>1</sup> Students must earn a grade of C or above in BCOM 206/BCOM 207.

<sup>2</sup> MGMT 449 is a capstone course that requires prior completion of all other BUSCORE courses. This prerequisite is strictly enforced.

Professional Sales, Comprehensive Major Requirements

**Sixty semester credits, including the 28-credit BUSCORE and 32 additional credits as follows:**

Code	Title	Credits
<b>Required Courses</b>		
ACCT 214	Managerial Accounting	3
MKTG 337	Professional Selling	3
MKTG 338	Marketing & Sales Analytics	3
MKTG 347	Sales Negotiations	3
MKTG 398	Internship Program I	1-3
MKTG 433	Sales Management	3
MKTG 438	Strategic Marketing	3
MKTG 453	Key Account Management	3
MKTG 490	Advanced Sales Topics	3
<b>Electives</b>		
MKTG 331	Consumer Behavior	3
MKTG 332	Integrated Marketing Communications	3
MKTG 333	Digital Marketing Fundamentals	3
MKTG 335	International Marketing	3
MKTG 339	Social Media Marketing and Digital Content Management	3
MKTG 393	Skill Development for Sales	3
MKTG 399	Independent Study Projects	1-4
MKTG 425	Services Marketing	3
MKTG 432	E-tailing and Retailing in a Digital World	3
MKTG 434	Advanced Marketing Analytics	3
MKTG 437	Business-to-Business Marketing	3
MKTG 491	Selected Topics	1-3
OSCM 343	Supply Chain Management	3

Program Learning Outcomes

Students in this program are assessed on their ability to meet the following COB learning goals:

- Written and Oral Communication: Students will be effective communicators.
- Problem Solving: Students will be effective problem solvers.
- BBA Common Body of Knowledge: Students will demonstrate discipline-specific knowledge (represented by the BUSCORE).

Additionally, students completing this program will be expected to meet the following learning outcomes:

- Demonstrate a deep understanding of different sales methodologies (e.g., consultative, solution, SPIN Selling, etc. through successfully passing a series of graded role plays with increasing levels of difficulty
- Apply effective sales strategies to generate leads, build relationships, and close deals, as demonstrated through participating in actual sales calls and attaining a sales quota.
- Develop active listening, persuasive speaking, and negotiation skills, as demonstrated by successfully passing graded role-plays and participating in and leading outside sales calls.
- Demonstrate ethical sales practices including honesty, and transparency through successfully passing graded role-plays and case analysis.

#### Professional Sales B.B.A. (Comprehensive Major)

**The following is a sample degree plan, based on the current catalog.** It is based on the 120-credit graduation requirement and assumes no transferred credits, no requirements waived by placement tests, no courses taken in the summer or winter, no repeated courses, and no remedial courses that may be required. This sample degree plan is intended for first-year students entering UW-Eau Claire in the fall semester. Your own degree plan may differ depending on the course of study selected (second major, minor, etc.). UW-Eau Claire cannot guarantee all courses will be offered as shown, but will provide a range of courses that may enable prepared students to fulfill their requirements in a timely period. This sample degree plan is just a guide. Please consult your advisor, your degree audit, and the catalog to create your own degree plan. *Note:* In order to earn the required minimum of 120 credits for the degree in four years, you should plan to take 15 credits each semester or 30 credits each year.

To earn a degree, students must fulfill all University Graduation Requirements, including the Core General Education Requirements (CGER). CGER course work in the following sample degree plan uses abbreviations such as CGER CL, CGER HA, and CGER NSWL to represent the learning outcomes students will meet via completion of the course. Please click here (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header1>) for a description of the outcomes and requirements.

#### FIRST YEAR

##### FIRST SEMESTER

MATH 104	Finite Mathematics with Applications (CGER MQR)	4
or MATH 109	Algebra for Calculus	

##### SOMETIME IN THE FIRST YEAR

BSAD 180	Foundations for Success in Business	3
ECON 103	Principles of Microeconomics (CGER SBS)	3
ECON 104	Principles of Macroeconomics (CGER SBS)	3
WRIT 114	Intensive Blugold Seminar in Critical Reading and Writing (CGER CL)	5
or WRIT 116	Blugold Seminar in Critical Reading and Writing	
or WRIT 118	Accelerated Blugold Seminar in Critical Reading and Writing	

##### SOMETIME IN THE FIRST OR SECOND YEAR

CGER Option: Natural Sciences & Wellness (NSW)	3
CGER Option: Natural Sciences & Wellness with Lab (NSWL)	4
CGER Option: Humanities & Arts (HA)	3
CGER Option: Humanities & Arts (HA)	3
CGER Option: Civics & Perspectives (CP)	3

CGER Option: Civics & Perspectives (CP)	3
LE Option: Responsibility 2 (R2) Global Perspectives	3

**SPDP:** Student Professional Development Program (SPDP) workshop completion recommended by the end of the 1st year, 2nd semester—but no later than the end of the 3rd semester or 45 credits earned.<sup>1</sup>

**Study Away:** Students have options: Study Abroad or NSE. Many courses taken at approved study-abroad institutions will satisfy GE or program requirements. Students choosing to pay UW-Eau Claire tuition to study in the United States, Canada, Guam, Puerto Rico, or the U.S Virgin Islands should explore the many participating NSE schools listed on the National Student Exchange (NSE) website. Consult the Transfer Credit Wizard and consult with your academic advisor to plan which courses to take while studying away. See third-year note below regarding upper-division business courses.

#### SECOND YEAR

##### FIRST SEMESTER

ACCT 201	Introduction to Accounting	3
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##### SECOND SEMESTER

ACCT 214	Managerial Accounting	3
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##### SOMETIME IN THE SECOND YEAR

BCOM 207	Business Communication: Persuasive Messaging, Conversations, and Professional Development (CGER CL)	3
IS 240	Information Systems in Business	3
MATH 246	Elementary Statistics (CGER MQR)	4
or MATH 247	Elementary Statistics with Algebra Review II	

#### THIRD YEAR

##### FIRST SEMESTER

MKTG 330	Principles of Marketing	3
MKTG 337	Professional Selling	3

##### SECOND SEMESTER

MKTG 334	Marketing Research	3
MKTG Elective:	See catalog and degree audit for list of approved courses.	3

##### SOMETIME IN THE THIRD YEAR

BLAW 305	Legal and Regulatory Environment	3
BSAD 300	Cultural Competence for Today's Workplace	1
FIN 320	Principles of Finance	3
MGMT 340	Organizational Behavior: Leading and Developing People, Teams, and Culture	3
OSCM 341	Operations Management	3

##### SOMETIME IN THE THIRD OR FOURTH YEAR

**Study Away for Professional Sales Majors:** For institutions with the most direct course equivalencies, consider especially Australia (Melbourne, Southern Cross, and then Perth), England (Harlaxton), Ireland (Limerick), Italy (LdM), Thailand (Khon Kaen), and South Africa (Stellenbosch). Courses that transfer to UWEC as 907U courses with a program prefix (e.g., MKTG, MGMT) might contribute as major electives. Students participating in the National Student Exchange (NSE) program can use the “majors” search option on the NSE website to identify discipline-specific programs. Work closely with your academic advisor to plan for your study away experience.<sup>3</sup>

#### FOURTH YEAR

##### FIRST SEMESTER

MKTG 433	Sales Management	3
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##### SECOND SEMESTER

MKTG 490	Advanced Sales Topics	3
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##### SOMETIME IN THE FOURTH YEAR

MGMT 449	Strategic Management in a Global Business Environment	3
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MKTG 338	Marketing & Sales Analytics	3
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MKTG 438	Strategic Marketing	3
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MKTG ELECTIVES:	See catalog and degree audit for list of approved courses.	14
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Elective Credits: Additional credits needed to reach 120 credits

**Minimum total for the baccalaureate degree = 120 credits**

#### RECOMMENDATIONS FOR HIGH IMPACT PRACTICES (HIPs)

The University of Wisconsin-Eau Claire encourages all students to participate in High Impact Practices. The following information identifies any specific recommendations that faculty in this major have concerning which HIPs might be most beneficial to students, and any recommendations about when those HIPs best fit into the degree plan. Students should also consult their faculty advisor for information on HIPs. There are many additional high impact opportunities available. Talk to your academic advisor for more information about incorporating HIPs like Study Abroad (<https://studyabroad.apps.uwec.edu/>), Intercultural Immersion (<https://www.uwec.edu/immersion/>), Internships, (<https://www.uwec.edu/academics/college-business>) and/or Student/Faculty Collaborative Research (<https://www.uwec.edu/offices-services/office-research-and-sponsored-programs/getting-involved-student-faculty-research>) into your time at UW-Eau Claire.

Core General Education Requirements (CGER)

#### Core General Education Requirements (CGER)

The Core General Education Requirements (CGER) includes a minimum of 10 courses across 6 categories. Students must complete a minimum of 36 credits in courses approved for the CGER Core.

- Mathematics & Quantitative Reasoning (MQR) - 4 credits, one course minimum
  - Includes the University Mathematics Requirement<sup>1</sup>
- Communication & Literacy (CL) - 8 credits, two courses minimum
  - Includes the University Writing Requirement (CL-W)<sup>2</sup>
- Natural Sciences & Wellness (NSW/NSWL) - 6 credits, one course minimum (NSW-Lab required)
- Social & Behavioral Sciences (SBS) - 6 credits, two courses minimum
- Humanities & Arts (HA) - 6 credits, two courses minimum
- Civics & Perspectives (CP) - 6 credits, two courses minimum

#### <sup>1</sup> University Mathematics Requirement:

Students satisfy the University Mathematics Requirement in one of four ways:

- completing an approved university-level mathematics course (MQR) with a grade of C (not C-) or above
- achieving a suitable score on the UW Math Placement Test (<https://www.uwec.edu/academics/academic-support/advising/testing/placement-testing/>)
- achieving a suitable score on an exam such as the Advanced Placement Calculus or Advanced Placement Statistics exams
- achieving a suitable score on a Credit by Examination administered by the Department of Mathematics.

#### <sup>2</sup> University Writing Requirement:

Students satisfy the University Writing Requirement in one of four ways:

- completing a Blugold Seminar in Critical Reading and Writing course (WRIT 102 (<https://catalog.uwec.edu/search/?P=WRIT%20102>), WRIT 114 (<https://catalog.uwec.edu/search/?P=WRIT%20114>), WRIT 116 (<https://catalog.uwec.edu/search/?P=WRIT%20116>), WRIT 118 (<https://catalog.uwec.edu/search/?P=WRIT%20118>), or WRIT 120 (<https://catalog.uwec.edu/search/?P=WRIT%20120>)) with a grade of C (not C-) or above
- achieving a suitable score on the English Placement Test (<https://www.uwec.edu/academics/blugold-seminar/writ-courses-placement/>) (WPT ENGL)
- achieving a suitable score on an exam such as the Advanced Placement English Literature and Composition or Advanced Placement English Language and Composition exams
- achieving a suitable score on the University Writing Program Portfolio.

#### Completion via Placement Test

- Writing: If the CL-W subcategory is satisfied through a placement test, the CGER Communication and Literacy requirement will be reduced from 8 credits (2 courses) to 3 credits (1 course).
- Mathematics: If the University Math Requirement is satisfied through a placement test, the CGER Mathematics & Quantitative Reasoning requirement will be considered fully met, replacing the 4-credit (1 course) requirement.
- Students must still complete 36 credits across 10 courses, with any remaining credits or courses eligible to be taken from any CGER category.