

Professional Sales Leadership



UNDERGRADUATE **CONCENTRATION** FOR MARKETING MAJORS
 UNDERGRADUATE **MINOR** FOR BUSINESS (NON-MARKETING) MAJORS
 UNDERGRADUATE **MINOR** FOR NON-BUSINESS STUDENTS

Become a Sales Leader

UConn’s Marketing Department gives you the solid training you need to excel in professional sales. Broaden your experience at the #1 undergraduate public business program in New England* with faculty who have extensive experience in professional sales and work with corporate partners on sales techniques. Highlights of the Professional Sales Leadership Concentration and Minor include:

- A strategic approach that integrates sales efforts; learn how to prioritize sales opportunities, plan account strategies, and collaborate as part of a sales team to deliver superior customer value.
- Student-centered learning includes role-play selling exercises, case studies, field assignments, internships, and sales competitions.
- An emphasis on the critical thinking, communication, and data-driven analytical approaches that leading businesses want.

For more information visit www.business.uconn.edu/psl

REQUIREMENTS

RECOMMENDED COURSE SEQUENCE	REQUIRED COURSE WORK	BUSINESS MAJORS	NON-BUSINESS MAJORS
Junior Year - 1st or 2nd Semester	Introduction to Marketing Management	MKTG 3101	BADM 3750
Junior - 2nd Semester or Senior - 1st Semester	Professional Selling	MKTG 3452	BADM 3452
Senior - 1st or 2nd Semester	Sales Management and Leadership	MKTG 3454	BADM 3454
Summer before Senior year, or Winter before last semester	Sales Internship	MKTG 4892	BADM 4892