Marketing (Professional Sales), BS

BAMKTPSBS

Program Description

The W. P. Carey BS degree program in marketing with a concentration in professional sales is designed for undergraduate marketing students who are interested in pursuing the many opportunities in professional sales. The curriculum includes courses in professional sales as well as sales management and consumer behavior. This program prepares students to be successful account managers or sales team leaders in both business-to-business and business-to-consumer settings. An internship in sales, as a component of the professional sales concentration, is required.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** Tempe campus
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

Required Courses (Major Map)

2018 - 2019 Major Map
Major Map (Archives)

Admission Requirements

**General University Admission Requirements:**

All students are required to meet general university admission requirements.
Freshman | Transfer | International | Readmission
Additional Requirements:

Freshmen admission requirements: 1160 (prior to March 2016) or 1230 SAT Reasoning (after March 2016) OR 25 ACT score, OR graduated in the top eight percent of high school class, OR an overall high school GPA of 3.60 in ASU competency courses (scale is 4.00 = "A").

Freshmen should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey business BA programs or any other degree program outside of the W. P. Carey School of Business. Students who are not admissible to a W. P. Carey business BS major and who did not select a second major or are not admissible to their second major choice will be placed in a business BA program in the W. P. Carey School of Business.

Readmission requirements: Students must meet freshman admission requirements by way of high school GPA, test score or class rank and must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

Transfer Admission Requirements

Transfer admission requirements (30 or more semester hours of credit after high school): 3.00 transfer GPA and one of the following: 1160 (prior to March 2016) or 1230 SAT Reasoning (after March 2016) OR 25 ACT score OR the student must have graduated in the top eight percent of their high school class.

Transfer students should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey business BA programs or any other business or other degree program outside of the W. P. Carey School of Business.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be placed in the exploratory social and behavioral sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be prompted in My ASU to select a new major.

Change of Major Requirements
Students should refer to the following W. P. Carey website to determine if they meet change of major requirements: https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors. Students ready to change their major should submit their request through W. P. Carey's Advising SOS: https://apps.wpcarey.asu.edu/apps/advising/index.cfm.

**Transfer Agreements**

ASU has partnered with colleges and universities in Arizona, California, Illinois and Washington to provide transfer curriculum pathways. Students should select their current institution to see if there is a partnership agreement between the institution and ASU for this degree program. Students who do not see their state or institution listed should check back as ASU is always working on creating new partnerships.

**Transfer from a Maricopa Community College in Arizona**

- Chandler-Gilbert Community College
- Estrella Mountain Community College
- GateWay Community College
- Glendale Community College
- Mesa Community College
- Paradise Valley Community College
- Phoenix College
- Rio Salado College
- Scottsdale Community College

**Transfer from an Arizona Community College**

- Arizona Western College
- Central Arizona College
- Cochise College
- Coconino Community College
- Dine College
- Eastern Arizona College
- Gila Community College
- Mohave Community College
- Northland Pioneer College
- Pima Community College
- Tohono O'odham Community College
- Yavapai College

**Transfer from another state**

- California
- Illinois
- Washington
- Another state
Global Opportunities

Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. https://mystudyabroad.asu.edu/

The W.P. Carey School of Business recommends the following study abroad programs for students majoring in marketing with a concentration in professional sales: http://links.asu.edu/SAO.marketing.

Career Opportunities

The number of employers interested in hiring professionals for sales roles far exceeds the number of students who are pursuing career opportunities in sales. This concentration prepares students for careers in account management across a variety of industries in the business-to-business and consumer products domains.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Sales Representative</td>
<td></td>
<td>$49,680</td>
</tr>
<tr>
<td>Inside Sales Representative</td>
<td>5.1%</td>
<td>$78,830</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>23.2%</td>
<td>$63,230</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td>5.5%</td>
<td>$106,130</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>10.1%</td>
<td>$132,230</td>
</tr>
<tr>
<td>Merchandiser</td>
<td></td>
<td>not available</td>
</tr>
<tr>
<td>Sales Associate</td>
<td>10.6%</td>
<td>$33,890</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>7.5%</td>
<td>$121,060</td>
</tr>
</tbody>
</table>
Store Manager  

3.8%  
$38,550

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

🌞 Bright Outlook  🌿 Green Occupation

Contact Information

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