

SALES MANAGEMENT



Associate of Applied Science Degree 10-104-2

The Sales Management Associate of Applied Science degree enable learners to apply the basics of excellent customer service and progress through advanced selling techniques and sales force management. Our Sales Management program prepares you for a leadership position by giving you a comprehensive background in business practices and principles, finance, marketing, supervision, and project management. Whether you have just decided on a career in sales, or are already in the sales force and would like to move into a management position, you will develop valuable skills that can lead to greater opportunities.

Program Outcomes

- Incorporate customer service principles into client or customer interaction.
- Prepare selling strategies
- Demonstrate leadership capabilities to achieve organizational goals
- Integrate appropriate sales tools into the selling process
- Analyze business information to support planning and decision making

Graduates Have Found Employment As

Sales Associate

Customer Service Representative

Inside/Outside Sales Representative

Retail Sales Representative

Business Associate

Semester 1

102-148	Introduction to Business and Management	Credits 3
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103-138	Word Documents	2
104-104	Selling Principles	3
804-134 or 804-118	Mathematical Reasoning or Intermediate Algebra with Applications	3-4
801-136	English Composition 1	3
196-153	Supervision: Improving Performance and Discipline	1

Credits 15-16

Semester 2

102-115	Management Principles	3
104-135	Quality Customer Service	3
102-109	Business Careers and Communication	3
809-198	Introduction to Psychology	3
102-160	Business Law	3
103-107	Intermediate Excel	2

Credits 17

Semester 3

101-111	Accounting I	4
104-102 or 182-103	Marketing Principles or Introduction to Supply Chain Management	3
801-198	Speech	3
106-144	Meeting and Event Planning	2
104-156	Social Media Marketing	2

Credits 14

Semester 4

102-155 or 182-106	Introduction to Project Management or Purchasing	3
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102-130	Business Finance and Budget Management	3
104-139	Advanced Professional Selling	3
104-142	Sales Management Practicum	1
102-121	Customer Service Management	3
809-143 or 809-122	Microeconomics or Intro to American Government	3
Credits		16
Total Credits		62-63

General Education Courses Within Program

Code	Title	Credits
801-195	Written Communication	3
801-198	Speech	3
804-134 or 804-118	Mathematical Reasoning Intermediate Algebra with Applications	3-4
809-143 or 809-122	Microeconomics Intro to American Government	3
809-198	Introduction to Psychology	3