

Bachelor Of Science in Professional Sales

Program Overview

Manchester University's Bachelor of Science in Professional Sales equips you with the knowledge and expertise to thrive in the fast-paced world of sales. Our professional sales degree combines foundational business principles with real-world applications, ensuring you're well-prepared for the challenges and demands of the sales industry.

Our Professional Sales Program fosters essential skills for sales professionals, including empathy, active listening, strategic thinking and oral and written communication. You'll learn to understand customer needs, craft persuasive messages and build strong, trust-based relationships to address client needs and close deals effectively.

Your professional sales training includes hands-on learning opportunities such as internships and case studies, allowing you to apply classroom knowledge in real sales scenarios. These experiences, along with the guidance of dedicated faculty and industry experts, provide insights directly applicable to your career.

MU's Professional Sales Program unlocks your potential as a true sales professional. With the advanced marketing strategies and techniques our professional sales degree provides, you'll be well-positioned for success in a variety of exciting and high-paying careers.

Degree Requirements

To earn this degree, students must have a GPA of 2.0 or higher in the Major as well as an overall GPA of 2.0, complete a minimum of 120 credit hours, and fulfill the course requirements of the program listed below.

*This is a sample plan; specific courses may vary from year to year. Academic advisors will work with each student to develop their individual schedule.

	Major-Specific Required Courses	CREDITS
✓		
	ACCT 200 Foundations of Accounting	3
	BUS 111 Foundations of Business	3
	BUS 209 Intro to Sales	3
	BUS 210 Business Data Analysis	3
	BUS 234 Principles of Marketing	3
	BUS 250 Business Economics	3
	BUS 313 Business Law I	3
	BUS 318 Advanced Professional Sales	3
	BUS 322 Sales Forecasting	3
	BUS 431 Sales and Entrepreneurship	3
	BUS 435 Internship	3
	BUS 453 Sales Management	3
	BUS 474 Case Studies in Business	3
	FIN 120 Wealth Creation and Financial Stewardship	3
	FIN 333 Principles of Finance	3
	MATH 211 [^] Quantitative Skills for Business	3
	Choose 1 of the Following:	CREDITS
	BUS 301 Promotion and Advertising	3
	BUS 454 Strategic Management	3
	COMM 210 Interpersonal Communication	3
	COMM 240 Professional Communication	3

Total Program Credits: 120+

MAJOR	*Options
CORE	[^] CORE equivalent
ELECTIVE/MINOR	
EXPERIENTIAL	

	CORE	CREDITS
✓	Foundation	
	LA-FWS First-Year Writing Seminar	3
	LA-FCS First-Year Communication Seminar	3
	LA-FOR Quantitative Reasoning	3-4
	LA-FSS First Year Success Seminar	1
	LA-FCG Cultural and Global Understanding	3-5
	Exploration	
	LA-EAH Arts and Humanities	3
	LA-ENS Natural Sciences	3-6
	LA-ESS Social Sciences	3-4
	Transformation	
	LA-TFR Faith, Reason, and Ethics	3
	LA-TBI Big Issues - 2 courses	6-7
	LA-TCE Creative Expression	1-3
	Additional credits to bring total to 120+ credits	CREDITS
✓	Electives	
	Experiential Learning	

Example Course Sequence:

The following is a sample of a semester-by-semester approach to completing this program in 4 years.

YEAR 1						
FIRST SEMESTER						
COURSE		CREDITS	PREREQUISITES			
BUS 209	Intro to Sales	3				
BUS 111	Foundations of Business	3				
LA-FWS	First-Year Writing Seminar	3				
LA-FCS	First-Year Communication Seminar	3				
LA-FSS	First Year Success Seminar	1				
JAN TERM						
COURSE		CREDITS				
ELECTIVE/MINOR		3				
SECOND SEMESTER						
COURSE		CREDITS				
BUS 210	Business Data Analysis	3				
FIN 120	Wealth Creation and Financial Stewardship	3				
LA-ENS	Natural Sciences	3				
LA-EAH	Arts and Humanities	3				
		28				

YEAR 2						
THIRD SEMESTER						
COURSE		CREDITS	PREREQUISITES			
ACCT 200	Foundations of Accounting	3				
BUS 250	Business Economics	3				
LA-FCG	Cultural and Global Understanding	3				
LA-ESS	Social Sciences	3				
ELECTIVE/MINOR		3				
JAN TERM						
COURSE		CREDITS				
ELECTIVE/MINOR		3				
FOURTH SEMESTER						
COURSE		CREDITS				
BUS 234	Principles of Marketing	3	BUS 111			
MATH 211^	Quantitative Skills for Business	3				
LA-TCE	Creative Expression	3				
ELECTIVE/MINOR		3				
		30				

4-Year Sample Schedule Cont.

YEAR 3			
FIFTH SEMESTER			
COURSE		CREDITS	PREREQUISITES
BUS 301*	Promotion and Advertising	3	BUS 234
FIN 333	Principles of Finance	3	
BUS 313	Business Law I	3	
BUS 318	Advanced Professional Sales	3	
JAN TERM			
COURSE		CREDITS	
ELECTIVE/MINOR		3	
SIXTH SEMESTER			
COURSE		CREDITS	
BUS 322	Sales Forecasting	3	BUS 234 and MATH 211
BUS 435	Internship	3	
LA-TFR	Faith, Reason, and Ethics	3	
LA-TBI	Big Issues - 2 courses	3	
EXPERIENTIAL		3	
		30	

YEAR 4			
SEVENTH SEMESTER			
COURSE		CREDITS	PREREQUISITES
BUS 431	Sales and Entrepreneurship	3	BUS 209 or BUS 309
LA-TBI	Big Issues - 2 courses	3	
ELECTIVE/MINOR		3	
ELECTIVE/MINOR		3	
EXPERIENTIAL		3	
JAN TERM			
COURSE		CREDITS	
EXPERIENTIAL		3	
EIGHTH SEMESTER			
COURSE		CREDITS	
BUS 453	Sales Management	3	BUS 209, 309 or 305
BUS 474	Case Studies in Business	3	BUS 111, BUS 313 and FIN 333
ELECTIVE/MINOR		3	
ELECTIVE/MINOR		3	
EXPERIENTIAL		3	
		33	
	TOTAL CREDITS	121	