

SALES CONCENTRATION ROADMAP

Four courses. One clear path to professional sales.

1 YOUR SALES CONCENTRATION PATH



STEP 1

MKT 3358 – Professional Selling

Start here.



STEP 2

MKT 3360 – Sales Management

and/or

MKT 4396 – Directed Studies in Sales

These courses may be taken together or in separate semesters, depending on course availability and your degree plan.



STEP 3

MKT 4392 – Sales Internship

Complete your required sales internship when eligible.



SALES CONCENTRATION COMPLETE



Important:

MKT 3360 and MKT 4396 may be taken together or in separate semesters.

2 EXAMPLE PATHWAY OPTIONS



START IN FALL

Fall: MKT 3358



Spring: MKT 3360
and/or MKT 4396



Summer or Fall: MKT 4392



✓ Complete

A common pathway.



START IN SPRING

OPTION A

Coursework-First

Spring: MKT 3358

Summer: MKT 3360
or MKT 4396

Fall: Remaining
course and/or
MKT 4392

✓ Complete

*Path depends on internship timing
and eligibility.*

OPTION B

Internship-First

Spring: MKT 3358

Summer: MKT 4392

Fall: MKT 3360
and/or MKT 4396

✓ Complete



START IN SUMMER

Summer: MKT 3358



Fall: MKT 3360
and/or MKT 4396



Spring or Summer:
MKT 4392



✓ Complete

*Good option for students
getting an early start.*

3 PLANNING NOTES



- Professional Selling is the entry point to the concentration.
- Sales Management and Directed Studies may be taken together or in separate semesters, in either order.
- Internship timing may vary based on availability, eligibility, course offerings, and employer hiring cycles.
- Students should confirm course sequencing with their academic advisor.