



2013 SEF TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

TOP NORTH AMERICAN SALES SCHOOLS:

	Graduate Program Specialty Area	Competition Participation	Internship Required	Total Faculty	% of Job Placement
Auburn University		▲		2	*
Ball State University	▲	▲	▲	4	90
Baylor University		▲	▲	5	100
Bradley University		▲		3	100
California State University, Chico		▲	▲	9	90
California State University, Fullerton	▲	▲	▲	5	90
Central Michigan University		▲	▲	5	100
Clemson University		▲		3	100
College of New Jersey, The		▲	▲	1	70
Concordia University – St. Paul		▲	▲	*	*
DePaul University	▲	▲	▲	17	82
Douglas College		▲	▲	*	90
Duquesne University		▲	▲	5	92
Elon University		▲	▲	3	90
Ferris State University		▲	▲	10	85
Florida State University	▲	▲	▲	4	100
Georgia Southern University		▲	▲	4	90
Georgia State University	▲	▲	▲	7	80
Illinois State University		▲	▲	4	100
Indiana State University	▲	▲	▲	4	75
Indiana University		▲	▲	3	93
Kansas State University		▲	▲	11	88
Kennesaw State University		▲	▲	7	98
Michigan State University		▲	▲	4	100
Missouri State University		▲		3	*
Nicholls State University		▲	▲	1	85
North Carolina A&T State University		▲		3	90
Northern Illinois University	▲	▲		6	100
Nova Southeastern University	▲	▲		8	*
Ohio University		▲	▲	5	98
Plymouth State University		▲	▲	4	*
St. Catherine University		▲	▲	6	98
Texas State University—San Marcos		▲	▲	4	95
Tuskegee University		▲		6	66

*Information not provided

	Graduate Program Specialty Area	Competition Participation	Internship Required	Total Faculty	% of Job Placement
University of Akron	▲	▲	▲	5	100
University of Alabama	▲	▲	▲	5	100
University of Alabama at Birmingham		▲		7	80
University of Arkansas at Little Rock		▲		2	*
University of Central Florida		▲		5	100
University of Central Missouri		▲	▲	2	*
University of Central Oklahoma		▲	▲	7	100
University of Cincinnati	▲	▲		10	95
University of Connecticut		▲	▲	4	100
University of Dayton		▲	▲	5	92
University of Georgia		▲	▲	2	100
University of Houston	▲	▲		11	98
University of Louisville		▲	▲	2	*
University of Nebraska at Kearney (IDSD)		▲	▲	4	100
University of Nebraska at Kearney (PBSMB)				2	62
University of New Haven, The		▲	▲	3	100
University of North Alabama		▲	▲	7	100
University of North Carolina: Kenan-Flagler Business School	▲	▲	▲	2	90
University of Southern Mississippi, The		▲	▲	3	*
University of Toledo	▲	▲	▲	10	100
University of Washington		▲	▲	*	92
University of Wisconsin-Eau Claire		▲	▲	9	100
University of Wisconsin-Parkside		▲	▲	3	90
Virginia Tech		▲	▲	3	*
Washington State University		▲	▲	2	95
Weber State University	▲	▲	▲	12	100
West Virginia University		▲	▲	4	100
Western Carolina University		▲	▲	*	*
Western Kentucky University		▲		5	*
Western Michigan University		▲		4	90
Widener University		▲		1	80
William Paterson University		▲	▲	7	90
Winona State University		▲		2	94
Xavier University of Louisiana		▲		2	75



“(THE) USE OF TECHNOLOGY WILL CONTINUE TO EVOLVE OFFERING OPPORTUNITIES AND ROAD BLOCKS AS IT IS INTEGRATED INTO THE SALES FUNCTION. THE DEMANDS ON THE SALESPERSON WILL BE GREATER AS THEY EMBRACE CHANGE. . . WITH TEAM LEARNING, CASE COMPETITIONS, AND GLOBAL INCLUSION BECOMING A BIGGER PART OF THE LEARNING PROCESS, THE ACADEMIC ENVIRONMENT IS CLEARLY POSITIONED FOR THIS NEED.”

—Jack Rhodes, University of Washington



TOP EUROPEAN SALES SCHOOLS:

	Graduate Program Specialty Area	Competition Participation	Internship Required	Total Faculty	% of Job Placement
Aalen University of Applied Sciences (Germany)	▲	▲		10	100
Athens University of Economics & Business (Greece)	▲	▲	▲	18	90
Dublin Institute of Technology (Ireland)	▲		▲	*	60
FHWien - University of Applied Sciences (Austria)	▲	▲	▲	20	95
HAAGA-HELIA University of Applied Sciences (Finland)		▲		*	100
Portsmouth Business School (United Kingdom)	▲	▲	▲	6	93
University of Applied Sciences in Wiener Neustadt (Austria)	▲	▲	▲	28	97

*Information not provided

development programs to advance women sales leaders in organizations.

TEXAS STATE UNIVERSITY, SAN MARCOS
http://txstsalescenter.com/
Vicki West
vw03@txstate.edu
McCoy College of Business
601 University Dr.
San Marcos, TX 78666
512-245-3224

Students: 175
Start Year: 2009
Accreditation(s): AACSB, USCA
associate member
Program Type(s): UCO

The action-oriented curricula includes developing a series of specific skills: role-playing, writing sales communications based on the sales process and making high level business-to-business corporate presentations. The faculty members work with national companies on various projects teaching prospecting, marketing, and building brand awareness.

TUSKEGEE UNIVERSITY
www.tuskegee.edu/
Anthony Freeman
afreeman@mytu.tuskegee.edu
Brimmer College of Business and Information Sciences,
Management Department,
Sales and Marketing Program
Tuskegee, AL 36088
334-727-8707

Students: 85
Start Year: 1996
Accreditation(s): AACSB, PSE
Program Type(s): UCE, UMJ

Tuskegee University offers a certificate and major in sales through their College of Business and Information Sciences. Students participate in competitions both on campus and at the national level. The Professional Selling course incorporates CRM training.

UNIVERSITY OF AKRON: FISHER INSTITUTE FOR PROFESSIONAL SALES
http://www.fishersalesinstitute.com

Dr. Chris Plouffe
Plouffe@uakron.edu

Fisher Institute for Professional Selling
College of Business Administration
259 S. Broadway Street
Akron, OH 44325-4804
330-972-6191

Students: 100
Start Year: 1992
Accreditation(s): AACSB, USCA
full member, SMT, PSE
Program Type(s): UCE, UMJ, UMN,
GF, ET

Focus Option(s): International
Business, Medical/Healthcare Sales
Akron renovated The Fisher Sales Lab, an eight room lab and classroom complex, providing state-of-the-art technology and executive style facilities. The Fisher is also the only sales program in the world with access to advanced neuromarketing equipment.

UNIVERSITY OF ALABAMA
www.uasalesprogram.com

Joe Calamus IV
jcalamus@cba.ua.edu
The Sales Program
Culverhouse College of Commerce & Business Administration
361 Stadium Drive
Tuscaloosa, AL 35406
205-348-8923

Students: 300
Start Year: 2007
Accreditation(s): USCA full member
Program Type(s): UCE, USP, EC, ET

The UA Sales Lab is an 8-room facility featuring nationally benchmarked sales training technology, allowing students to examine, assess, and adjust processes for maximum improvement. In addition, students connect with corporate recruiters and mentors through networking events with over 100 regional, national, and global organizations.

UNIVERSITY OF ALABAMA AT BIRMINGHAM
www.uab.edu/business/degrees-certificates/professional-sales-certificate

Karen Kennedy
knk@uab.edu
School of Business
1150 10th Avenue South, BEC 218D
Birmingham, AL 35294-4460
205-934-8849

Students: 75
Start Year: 2008
Accreditation(s): AACSB, PSE
Program Type(s): UCE
Focus Option(s): Entrepreneurship,
Industrial Distribution, Medical/
Healthcare Sales

The Professional Sales Program at the University of Alabama at Birmingham provides students leading-edge instruction offered by experienced faculty. The program focuses on the fundamentals of professional selling and the development of long-term customer relationships. The program emphasizes experiential learning through a range of extra-curricula activities, including internships and professional development programs.

UNIVERSITY OF APPLIED SCIENCES IN WIENER NEUSTADT
www.fhwn.ac.at/site/455/default.aspx

Karl Pinczolics
fb-mv@fhwn.ac.at
Johannes Gutenberg Strasse 3
Wiener Neustadt, Austria A-2700
+0043262289084, ext. 313

Students: 80
Start Year: 1994
Accreditation(s): GSSI
Program Type(s): UMJ, USP, GF, ET
Focus Option(s): International
Business

The program aims to combine academic sales studies with a more practical orientated education, which would be specifically suited to the business and technology sectors of today. With the establishment of the bachelor and master programs in business consultancy and a focus in sales, the University

hopes to further its reputation and international connections as well as provide students with the opportunity of a truly unique and international degree.

UNIVERSITY OF ARKANSAS AT LITTLE ROCK
www.uarl.edu/marketing/
Mark Funk
mffunk@uarl.edu

2801 South University Avenue
Little Rock, AR 72204-1099
501-569-8862

Students: 15
Start Year: 2007
Accreditation(s): AACSB
Program Type(s): UCE, UEM, UMN

The sales track requires 18 hours of core marketing courses plus 12 hours of professional sales classes. The sales minor requires students to complete 18 credit hours in professional selling coursework. In addition, students are offered the Professional Edge Series, an initiative that provides seminars in professionalism.

UNIVERSITY OF CENTRAL FLORIDA
www.bus.ucf.edu/marketing

Dr. Ronald E. Michaels
ronald.michaels@ucf.edu
Department of Marketing,
College of Business
4000 Central Florida Blvd.
Orlando, FL 32708
407-823-2875

Students: 30
Start Year: 2005
Accreditation(s): AACSB
Program Type(s): UCE, UEM

Of the 700 students enrolled in UCF professional selling classes annually, only 30 or so are admitted into the exclusive Professional Selling Program where each student signs a "Commitment to Sales Professionalism." The UCF program boasts a high-tech sales lab consisting of a main classroom and eight role-play rooms.

UNIVERSITY OF CENTRAL MISSOURI
www.ucmo.edu/efm/

Dr. Charles Schwepker
schwepker@ucmo.edu
Department of Economics,
Finance, & Marketing
Dockery 300
Warrensburg, MO 64093
660-543-8554

Students: 10
Start Year: 2008
Accreditation(s): AACSB
Program Type(s): UCO
UCM hosts the annual State Farm Marketing and Sales Competition in The State Farm Sales Lab. All marketing majors and minors complete a professional sales course. Students from the sales classes may compete for sales scholarships and the chance to represent the University at the National Collegiate Sales Competition.

UNIVERSITY OF CENTRAL OKLAHOMA
www.uco.edu

Bob Kaiser
rkaiser@uco.edu



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www.wpunj.edu/rbisales

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Thatcher Hall, Room 130
100 North University Drive
Edmond, OK 73034
405-974-5266

Students: 160
Start Year: 2009
Accreditation(s): USCA associate member, ACBSP
Program Type(s): UMJ, UMN, EC
Focus Option(s): Financial Services, Insurance, Medical/Healthcare Sales

The program design is focused on learning the application of the sales process and development of the art of the sale. It is the only sales program in Oklahoma's higher learning institutions.

UNIVERSITY OF CINCINNATI
http://business.uc.edu/centers/sales-center.html

Dr. Jane Sojka
jane.sojka@uc.edu
Carl H. Lindner College of Business
410 Lindner Hall
PO Box 210145
Cincinnati, OH 45221-0145
513-556-7149

Students: 200
Start Year: 2011
Accreditation(s): AACSB, PSE, USCA associate member
Program Type(s): UCO, UEM, UMN, GCE

The University of Cincinnati is a major research institution; the faculty in the Lindner College of Business support research partnerships between academia and business. The University's metropolitan location allows

recruiters easy access to undergraduate professional sales students. Neil Rackham is the faculty executive Professor of Professional Sales.

UNIVERSITY OF CONNECTICUT
www.business.uconn.edu/psl
William M. Ryan
william.ryan@business.uconn.edu
2100 Hillside Road
Unit 1041
Storrs, CT 06269-1041
860-951-1775

Students: 75
Start Year: 2001
Accreditation(s): AACSB, PSE
Program Type(s): UCE, UMN
Focus Option(s): Communication/
Broadcast Sales, Financial Services,
Industrial Distribution, Insurance,
Medical/Healthcare Sales,
Technology, Media/Entertainment
Offering both a minor and a certificate since 2001, University of Connecticut has approximately 60 students participating from multiple campuses. The program requires students to take part in a sales internship and involves substantial interaction with sponsors throughout the coursework.

UNIVERSITY OF DAYTON
http://www.udayton.edu/business/index.php#3
Anthony (Tony) Krystofik
akrystofik1@udayton.edu
300 College Park
Dayton, OH 45469-2271
937-371-4552

Students: 250
Start Year: 2005
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Medical/
Healthcare Sales, Technology
The Center for Professional Selling, launched in 2010, will support the sales program at UD. It will provide student support, sales related activities, and outreach to corporations interested in hiring world-class sales professionals. Students in the Principles of Selling course must conduct simulated sales calls that are held outside of class.

UNIVERSITY OF GEORGIA
http://www.terry.uga.edu/directory/profile/jhulland/
John Hulland
jhulland@uga.edu
Terry College of Business
104 Brooks Hall
Athens, GA 30602
706-542-3763

Students: 250
Start Year: 2006
Accreditation(s): AACSB, PSE
Program Type(s): UCE, UEM
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, Industrial
Distribution, Insurance, International
Business, Technology
Professional selling students must complete an internship and participate in the Terry College PSE Sales Competition. Winners attend the National Collegiate Sales Competition. The key resources

for the sales program are an active Board of Advisors, the State Farm Sales Laboratory facility, and an active PSE Chapter, Gamma.

UNIVERSITY OF HOUSTON
www.salesexcellence.org
Carl Herman
cherman@uh.edu
Sales Excellence Institute
4800 Calhoun MH334
Houston, TX 77204
713-305-7755

Students: 700
Start Year: 1995
Accreditation(s): AACSB
Program Type(s): UCE, UCO, UMN,
GE, EC, ET

In all advanced courses, undergraduate students sell participation and attendance for program events as well as company partnerships at 10K-50K per annum. The MBA-level sales certificate program began in Fall 2007, and the PhD student promotes program/company-sponsored sales & sales management research.

UNIVERSITY OF LOUISVILLE
www.business.louisville.edu/sales
Buddy LaForge
buddy.laforge@louisville.edu
College of Business
Louisville, KY 40292
502-852-4849

Students: 75
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): UEM

W
UNIVERSITY of WASHINGTON

Sales Certificate Program

Foster School of Business



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foster.washington.edu/sales_program

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740.593.9328 to learn more
or visit www.scheysalescentre.com

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Established in 1997



Focus Option(s): Entrepreneurship
All 200 marketing majors complete Professional Relationship Selling. Students may compete in five sales competitions each year, attend Louisville Sales Leaders meetings, serve in the Student Sales Network, participate in a sales mentorship program, and complete a sales internship.

**UNIVERSITY OF NEBRASKA
AT KEARNEY**
Industrial Distribution Sales Program
www.unkid.org

Scott Jochum
JochumSL@unk.edu
Industrial Distribution Program
Otto Olsen Building, Room 130C
2508 12th Ave.
Kearney, NE 68849
308-865-8693 or 308-865-8345
Students: 200
Start Year: 1988
Accreditation(s): ATMAE
Program Type(s): UMJ
Focus Option(s): Industrial Distribution, Technology

The degree program focuses on technical sales with a 12-hour internship, sales-oriented technical courses, professional selling/negotiation courses, and role-plays of sales and branch operations functions in The Industrial Distribution Simulation Lab. Corporate partners develop professional relationships with students through exclusive career events.

**UNIVERSITY OF NEBRASKA
AT KEARNEY**
Professional Business Sales Marketing Program
www.unk.edu
Marsha Yeagley
yeagleym@unk.edu
West Center W241 West Hwy 30
Kearney, NE 68845
308-865-8345

Students: 96
Start Year: 1975
Accreditation(s): AACSB
Program Type(s): UEM

This program is directed toward both non-degree seeking individuals and students who are pursuing a degree. The PSC will add value to degree seeking individuals' program as it will indicate their competency in the field of selling. Non-degree individuals will find that it enhances their job opportunities and their competency in the field, furthering their ability to be successful in a sales career.

THE UNIVERSITY OF NEW HAVEN
www.newhaven.edu
Charles (Pete) Peterson
cpeterson@newhaven.edu
Maxcy Hall
300 Boston Post Road
West Haven, CT 06515
860-558-2532

Students: 30
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UCE, UMN
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, Medical/Healthcare Sales, Technology

The growing program accepts students with varying majors at the University and requires that each student complete a sales-specific internship.

UNIVERSITY OF NORTH ALABAMA
www.una.edu
Jerome M. Gafford
jmgafford@una.edu
Box 5116
1 Harrison Plaza
Florence, AL 35632
256-765-5068

Students: 25
Start Year: 2011
Accreditation(s): PSE, ACBSP
Program Type(s): UCE, UCO, UMJ, UMN
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/Healthcare Sales, Technology

The newly established sales program is just one example of the fact that the College of Business is the fastest growing unit of this university. It is committed to continuous improvement of its curriculum, academic programs, faculty and staff support, and its course management technology.

**UNIVERSITY OF NORTH CAROLINA:
KENAN FLAGLER BUSINESS SCHOOL**
www.kenan-flagler.unc.edu
David Roberts
dave_roberts@unc.edu

Center for the Integration of Marketing and Sales
McCull Building
Campus Box 3490
300 Kenan Center Dr.
Chapel Hill, NC 27599-3490
919-962-3658

Students: 55
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UEM, GF, ET
Focus Option(s): Entrepreneurship, Financial Services, International Business, Medical/Healthcare Sales, Technology, Channel Sales

The program integrates sales strategy and skills through undergraduate and graduate business consulting projects. In addition to the sales emphasis, sales strategy and skills are a component of the entrepreneurship minor (undergrad), and Sales Strategy is offered as an elective for the full- and part-time MBA programs.

THE UNIVERSITY OF SOUTHERN MISSISSIPPI
www.usm.edu
Dr. Mike Wittmann
mike.wittmann@usm.edu
118 College Dr. #5091
Hattiesburg, MS 39406
601-266-4969

Students: 70
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Entrepreneurship, Medical/Healthcare Sales

Southern Miss has a long history of placing students with companies from the Fortune 500 as well as smaller, entrepreneurial organizations. Students enter many industries including healthcare, consumer products, retail, capital

equipment, oil & gas, business services, and others. The majority of marketing students start their careers in sales.

UNIVERSITY OF TOLEDO
www.sales.utoledo.edu
Dr. Ellen Bolman Pullins
edwardschmidtschool@utoledo.edu
Edward Schmidt School of Professional Sales
2801 W. Bancroft St.
UT COBI MS #103
Toledo, OH 43606
419-530-6133

Students: 420
Start Year: 1996
Accreditation(s): AACSB, USCA full member, GSSI, PSE, AMA, NCSM
Program Type(s): UCO, UMJ, UMN, GF, EC, ET
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/Healthcare Sales, Technology
The ESSPS hosts two sales specific recruiting events each year. All students have hands-on business engagement through a required sales internship, job shadowing, real sales calls as student account managers, etc. Toledo boasts a state-of-the-art sales lab, exclusive online recruiting tools, and the largest install of ACT sales automation software globally.

UNIVERSITY OF WASHINGTON
www.foster.washington.edu/academic/sales/Pages/sales.aspx
Jack Rhodes
rhodesj@uw.edu or salesprg@uw.edu

Michael G. Foster School of Business
PACCAR Hall Box 353226
458 PACCAR Hall
Seattle, WA 98195-3226
206-685-1913 or 206-616-6134

Students: 187
Start Year: 2001
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/Healthcare Sales, Technology

All students in the program either declared a major within The Foster School of Business or completed a core set of business foundation courses. Each student's internship is customized to his/her area of interest such as media, sports marketing, distribution, commercial real estate, financial services, or pharmaceutical sales.

**UNIVERSITY OF WISCONSIN,
EAU CLAIRE**
<http://www.uwec.edu/COB/sales-center/index.htm>
Dr. Bob Erffmeyer
erffmerc@uwec.edu
Department of Management and Marketing
Schneider Social Science Hall 215
105 Garfield Avenue
Eau Claire, WI 54701
715-836-4644

Students: 125
Start Year: 1995

Accreditation(s): AACSB, USCA, PSE
Program Type(s): UEM
Focus Option(s): Services, Marketing Analytics, Entrepreneurship, Financial Services and Insurance
Students that complete the Professional Sales Emphasis take classes such as Professional Selling, Sales Management, Advanced Sales Topics and Marketing Analytics and Technology. Students use AC Nielsen data in their classroom experiences. In addition, UW- Eau Claire hosts the Great Northwoods Sales Warm Up (<http://www.uwec.edu/cob/sales/>), giving students hands-on selling experience and feedback from sales professionals.

**UNIVERSITY OF WISCONSIN,
OSHKOSH**
www.uwosh.edu
Dr. Bryan Lilly
lilly@uwosh.edu
College of Business
800 Algoma Blvd.
Oshkosh, WI 54901
920-424-7201

Students: 25
Start Year: 2012
Accreditation(s): AACSB
Program Type(s): UCE

This newly recognized program offers a Sales Certificate as part of a Marketing major. Students improve their ability to leverage their natural skills so they can pursue job/career opportunities where they are likely to succeed. Students learn how to deal with various types of buyers and apply the appropriate sales process steps to meet their needs.

**UNIVERSITY OF WISCONSIN,
PARKSIDE**
www.uwp.edu/departments/business/sales/certificate/index.cfm
Dr. Peter Knight
knightp@uwp.edu
School of Business and Technology
Molinari 353
900 Wood Road
Kenosha, WI 53141-2000
262-595-2415

Students: 28
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UCE

Focus Option(s): Financial Services
The program requires a course in selling financial services. Using gaming/role-play software (Momentum) reinforces key concepts. A capstone project in Personal Selling requires developing and executing a professional sales presentation to a senior industry buyer based on a real life RFQ.

VIRGINIA TECH
www.marketing.pamplin.vt.edu
Dr. Richard E. Buehrer
rebuehre@vt.edu
3050 Pamplin Hall #0236
Blacksburg, VA 24061
540-231-9621

Students: 50
Start Year: 2011
Accreditation(s): AACSB, PSE, GSSI, USCA associate member
Program Type(s): UCO, UMN
The Virginia Tech professional sales



Edward H. Schmidt
School of Professional Sales

- Approximately 300 professional sales students
- Professional sales major with 7 courses including a required internship. MBA concentration also available
- Top 10 finishes in national competitions for the past decade
- International presence and partners
- New, state-of-the-art Huntington Sales Lab and other sales facilities
- Exclusive recruiting events and online tools that help firms build awareness, pre-screen candidates, and improve internal coordination
- Virtually 100% placement for students who actively seek employment

Sales talent recruitment and development provider of choice

419.530.6133
edwardschmidtschool@utoledo.edu
sales.utoledo.edu



COLLEGE OF BUSINESS
AND INNOVATION
THE UNIVERSITY OF TOLEDO

program came on-line in fall 2012. Every marketing major (approximately 750) must take the basic sales course.

**WASHINGTON STATE UNIVERSITY,
VANCOUVER**
www.vancouver.wsu.edu/prosales
Dr. Ronald W. Pimentel
ron.pimentel@vancouver.wsu.edu
CL 308G
14204 NE Salmon Creek Ave.
Vancouver, WA 98686-9600
360-546-9339

Students: 45
Start Year: 2005
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Technology

All marketing majors are required to take the professional sales option and a professional sales certificate is available to students in any major. WSU Vancouver was the overall Team Champion for the 2007 National Collegiate Sales Competition (NCSC), besting student teams from 43 other universities.

WEBER STATE UNIVERSITY
www.universitysalescenteralliance.org/
Desiree Cooper Larsen
Dcooper@weber.edu
Alan E. Hall Center for Sales Excellence
Sales and Service Technology
1503 University Circle
Ogden, UT 84408
801-626-8844

Students: 450
Start Year: 1985
Accreditation(s): AACSB, USCA

full member
Program Type(s): UMJ, UGE
This new center, opened in 2013, will enhance current curricula in one of the best four-year sales degrees in the nation by providing quality training for today's new sales economy. By creating quality sales training programs and opportunities and aligning the sales profession with the increasing need in corporate America for professionals to combine user-driven product development with true customer expectations, the center sets itself apart from similar sales centers by being the first and only one of its kind among Utah's public universities. It is the only four-year sales program of its kind in the nation.

WEST VIRGINIA UNIVERSITY
www.be.wvu.edu
Andy Wood
jawood@mail.wvu.edu
PO Box 6025
Morgantown, WV 26506
304-293-7958

Students: 60
Start Year: 2010
Accreditation(s): AACSB, USCA
associate member
Program Type(s): UEM, UCE
Focus Option(s): Entrepreneurship

Two of the faculty have multiple publications in the Journal of Personal Selling & Sales Management, and both are on the Editorial Review Board. Included in the courses is an online course that emphasizes using digital media for sales as well as the latest in CRM

technology. The dean of the college has a PhD in marketing and is a former vice president of Johnson & Johnson, one of the premier sales organizations in the world.

WESTERN CAROLINA UNIVERSITY
www.marketingdept@wcu.edu
Dr. Zahed Subhan
zsubhan@email.wcu.edu
387 Centennial Drive
209 Center for Applied Technology
Cullowhee, NC 28723
828-227-2220

Students: 250
Start Year: 2002
Accreditation(s): AACSB
Program Type(s): **UMJ, UMN, USP**
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
International Business

A basic sales course is a requirement for all business majors. The University partners with companies to provide students with lead generating experience as part of the coursework, and a call center has been established for role-play and constructive feedback.

WESTERN KENTUCKY UNIVERSITY
www.wku.edu/gfcb/cps

Dr. Lukas P. Forbes
Lukas.Forbes@wku.edu
Department of Marketing #21059
1906 College Heights Blvd.
Bowling Green, KY 42101-1059
270-745-2993

Students: 225
Start Year: 2007
Accreditation(s): AACSB, USCA full member
Program Type(s): **UMJ, UMN**

The Center offers five different sales courses found within either a sales major or sales minor. Within the minor, more than 20 different majors are represented. A corporate partnership program allows for numerous guest speakers, internships, and employment opportunities for sales students.

WESTERN MICHIGAN UNIVERSITY
www.hcob.wmich.edu/mktg

Dr. Steve Newell
steve.newell@wmich.edu
Haworth College of Business
Department of Marketing
Kalamazoo, MI 49008-5430
269-387-6166

Students: 225
Start Year: 1999
Accreditation(s): AACSB
Program Type(s): **UMJ**

The Harold Ziegler Interactive Sales Labs allow students to conduct role-plays and sales presentations. Sales faculty have sales related business experience. WMU students have been successful in multiple national sales competitions. The student-run Sales and Business Marketing Association has 100+ members.

WIDENER UNIVERSITY
www.widener.edu
Dr. Mary E. Shoemaker
meshoemaker@widener.edu
One University Place
Chester, PA 19013
610-499-4331

Students: 30
Start Year: 2006

Accreditation(s): AACSB, PSE
Program Type(s): **UEM**
Widener University offers an emphasis in sales for 30 students. The program requires Professional Personal Selling, Sales Management, and Customer Relationship Management. All classes provide connections with industry professionals, and students complete an additional six hours of personal interaction with sales professionals.

WILLIAM PATERSON UNIVERSITY
www.wpunj.edu/rbisales
Dr. Prabakar (PK) Kothandaraman
kothandaramanp@wpunj.edu
The Russ Berrie Institute for Professional Selling
1600 Valley Rd. Fourth Floor
Wayne, NJ 07470
973-720-3880

Students: 250
Start Year: 2003
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): **UMJ, UMN**
Focus Option(s): Financial Services, Medical/Healthcare Sales, Technology
As the first to offer a separate degree in Professional Sales, RBI offers an integrated competency-based curriculum, sales faculty with sales experience, total experiential-based learning built around case studies, projects and role-plays in state-of-the-art behavioral laboratories, along with e-portfolios that demonstrate their capabilities.

WINONA STATE UNIVERSITY
www.winona.edu
Marianne Collins
mcollins@winona.edu
Somsen 109
175 W. Mark Street
Winona, MN 55987
507-457-5196

Students: 65
Start Year: 2011
Accreditation(s): AACSB, PSE
Program Type(s): **UMN**

The program offers to its students many opportunities to experience real business situations through internship programs, tours to companies, guest speakers from business and industry, and research opportunities.

XAVIER UNIVERSITY OF LOUISIANA
www.xula.edu/business

Dr. Joe M. Ricks, Jr.
jmricks@xula.edu
Division of Business
1 Drexel Drive
New Orleans, LA 70115
504-520-7505

Students: 30
Start Year: 2002
Accreditation(s): ACBSP
Program Type(s): **UCO, UMN**

The business program offers a number of dynamic and exciting programs for undergraduate students and prepares them well to take leadership roles in corporate America.

OTHER NOTABLE PROGRAMS

The following schools provide opportunities for students to obtain

some classroom training and/or practical experience specific to professional sales. Most are working with their universities to establish formal programs.

BOWLING GREEN UNIVERSITY
www.business.bgsu.edu

Christine Seiler
cseiler@bgsu.edu
248 Business Administration
Bowling Green, OH 43403
419-372-7769
Certificates in Professional Selling are awarded by the Institute for Excellence in Services. The University sends students to the National Collegiate Sales Competition each year.

BUTLER UNIVERSITY
www.butler.edu

Daniel McQuiston
dmcquist@butler.edu
College of Business
Indianapolis, IN 46208
317-940-9474
Butler University implemented an undergraduate sales emphasis in 2012. The program has 60 students. Students will be required to take Introductory Sales, Advanced Sales, Marketing Communications, and a sales-related internship. All of our students are required to take two internships. It is a class they take for credit. An innovative teaching method is also employed using storytelling that is transformed into "storyselling" assigned to two students each class.

METROPOLITAN STATE UNIVERSITY OF DENVER

www.msudenver.edu/marketing
Scott Sherwood
sherwoods@msudenver.edu
1201 5th Street
Campus Box 079
Denver, CO 80217
303-352-4499

MSU Denver began offering a sales certificate through the School of Business in Spring, 2012. Currently seeking formal recognition from the university, the program is open to any junior-level undergraduate regardless of major. The evolving sales center is the only one in Colorado.

MIDDLE TENNESSEE STATE UNIVERSITY

www.mtsu.edu/sales
Dr. Katie Kemp
kkemp@mtsu.edu
MTSU Box 429
Murfreesboro, TN 37132
615-898-2346

Students may join a sales team that participates in national sales competitions. They have the opportunity to complete sales internships, sales courses and other preparatory programs. Corporations are provided the opportunity to engage with this group of 100 students per semester at various points in the educational process.

SAINT LOUIS UNIVERSITY
www.slu.edu/x28873.xml

Dr. Drew Stevens
dsteve12@slu.edu
3840 Lindell Blvd.
Saint Louis, MO 63108

636-938-4486

Sales Leadership at Saint Louis University is offered online, on ground and hybrid. Courses are eight weeks in length and available to adult learners who work full time and can attend school wherever, however and whenever they can.

SAN DIEGO STATE UNIVERSITY
http://cbaweb.sdsu.edu/marketing

Dr. George Belch
Gbelch@mail.sdsu.edu
Marketing Department
College of Business
5500 Campanile Drive
San Diego, CA 92182
619-594-2473

Starting in the fall semester of 2013, the Marketing Department of the College of Business Administration will offer the Professional Selling and Sales Management Specialization to undergraduates. Students participate in the 3M Frontline Sales Program and internships through the College of Business Internship program.

UNIVERSITA BOCCONI
www.sdabocconi.it

Dr. Paolo Guenzi
paolo.guenzi@sdabocconi.it
Department of Marketing
Via Roentgen 1
Milano, Italy 20136
+390258366820

For a century, Bocconi has played a leading role in Italy's social and economic modernization. It has remained true to its founding values of being a major research university, with democratic values and open to the world, as well as financially and politically independent.

UNIVERSITY OF TEXAS AT DALLAS
http://jindal.utdallas.edu/academic-areas/marketing/marketing-undergraduate-program/

Dr. Howard Dover
Howard.Dover@utdallas.edu
800 Campbell Road
Richardson, TX 75080
972-883-4420
This program, started in 2012, provides two courses toward an undergraduate emphasis. Every student is assigned a faculty mentor and provided opportunities for internships and participation in marketing competitions in order to maximize their skills.

VILLANOVA UNIVERSITY
www.villanova.edu/business/

Jim Mullen
james.mullen@villanova.edu
Department of Marketing and Business Law
Bartley Hall, Room 3023
800 Lancaster Ave.
Villanova, PA 19085
610-519-4349

Villanova's College of Business offers two sales courses, Professional Selling and Sales Management, through their Department of Marketing and Business Law. The University hosts alumni events to assist alumni working in the sales industry. Students have participated in the Career Development Program and at annual sales competitions. ▲