

# 2013 **SEF** TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

## TOP NORTH AMERICAN SALES SCHOOLS:

	Graduate Program	Specialty Area	Competition	Participant	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	Participant	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	Participant	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 Scienes (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



# TOP SALES UNIVERSITIES

THE FOLLOWING UNIVERSITY PROGRAMS PREPARE STUDENTS FOR PROFESSIONAL SELLING CAREERS. LISTED PROGRAMS REQUIRE A MINIMUM OF THREE SALES-SPECIFIC COURSES, THE OFFERING OF SALES INTERNSHIPS, AND UNIVERSITY RECOGNITION FOR INDIVIDUALS UPON PROGRAM COMPLETION. THESE SCHOOLS PROVIDED SEF WITH THE DETAILS OF THEIR PROGRAMS AND STUDENT OFFERINGS.

## PROGRAMS:

Undergraduate: **UCE** = Certificate **UCO** = Concentration **UEM** = Emphasis **UMJ** = Major **UMN** = Minor **USP** = Specialization

Graduate: **GE** = Graduate Emphasis **GF** = Graduate Focus

Executive: **EC** = Executive Certificate **EF** = Executive Focus **ET** = Executive Training

### AALEN UNIVERSITY OF APPLIED SCIENCES

<http://www.htw-aalen.de/studium/vu/?lang=en>

Arndt Borgmeier  
arndt.borgmeier@htw-aalen.de  
Beethovenstr. 1  
Aalen, Germany 73434  
++49 7361 576 2210

Students: 45  
Start Year: 2000  
Accreditation(s): GSSI, ZEVA  
Program Type(s): **UMJ, USP, GF**  
Focus Option(s): Industrial Distribution, International Business, Sales Management, Technology, Purchasing/ Procurement and Engineering & Services

As a modern educational institution, Aalen University sounds out the needs of the changing region and aligns its course offerings to current scientific findings, keeps its infrastructure up to the newest state, and sets up progressive emphases. Aalen University is continuously developing its international relationships in business and technology. Students are encouraged to complete internships or study semesters abroad. Cooperative agreements exist with seventy-two partner universities and enterprises all over the world.

### ATHENS UNIVERSITY

[www.executivement.aueb.gr](http://www.executivement.aueb.gr)  
George Avlonitis  
avlonitis@aueb.gr  
Evelpidon 47 & Leykados 33,  
Office 706  
Athens, Greece 11362  
+302108203665

Students: 25  
Start Year: 2003  
Accreditation(s): GSSI  
Program Type(s): **UCE, EC**

The concentration requires four sales courses. The certificate, in partnership with the Greek Sales Institute, is open to students/practitioners.

### AUBURN UNIVERSITY

<http://business.auburn.edu/academics/undergraduate/marketing>  
Avery Abernethy  
abernav@auburn.edu  
415 West Magnolia Avenue  
201 Lower Business Building  
Auburn, AL 36849-5246  
334-844-8544

Students: 100  
Start Year: 2013  
Accreditation(s): AACSB  
Program Type(s): **UCO, EC**  
This exciting new program offers exposure to training in real property sales or supply chain sales.

### BALL STATE UNIVERSITY

[www.bsu.edu/salescenter](http://www.bsu.edu/salescenter)  
Michele Bartlett  
salescenter@bsu.edu  
Marketing and Management  
Department  
Muncie, IN 47306  
765-285-5136

Students: 200  
Start Year: 1996  
Accreditation(s): AACSB, USCA  
full member, PSE  
Program Type(s): **UMJ, UMN, GE, GF**  
Focus Option(s): Communication/ Broadcast, Entrepreneurship, Insurance

Students sell products and/or create sales technology tools for actual clients (for profit and non-profit organizations). They take a sales technology course that incorporates CRM and gives special attention to understanding and working with various sales metrics (using Excel). Ball State hosts an annual sales competition.

### BAYLOR UNIVERSITY

[www.baylor.edu/business/selling](http://www.baylor.edu/business/selling)  
Dr. Andrea L. Dixon,  
Executive Director  
andrea\_dixon@baylor.edu  
Center for Professional Selling  
Marketing Department  
Hankamer School of Business  
One Bear Place #98007  
Waco, TX 76798  
254-710-1986

Students: 228  
Start Year: 1985  
Accreditation(s): AACSB, USCA  
full member, PSE, AMA Sales SIG, AMS, GSSI  
Program Type(s): **UEM, UMJ, UMN, GF, EF**

Baylor's ProSales majors complete a seven-course major, sales internship, professional development program, internal sales competition, and at least one external sales competition. This highly selective major is limited to 18 students per program year. Students with the ProSales emphasis leverage two+ sales courses to supplement a nationally-recognized humanities-based, business major.

### BRADLEY UNIVERSITY: THE FOSTER COLLEGE OF BUSINESS

[www.bradley.edu/academic/departments/marketing/programs/sales/](http://www.bradley.edu/academic/departments/marketing/programs/sales/)  
Dr. Mark C. Johlke  
mjoehlke@bradley.edu  
Foster College of Business  
1501 W. Bradley Ave.  
Peoria, IL 61625  
309-677-3947

Students: 16  
Start Year: 2004  
Accreditation(s): AACSB, USCA  
full member  
Program Type(s): **UCO, UMN, ET**

Through a structured sequence of focused coursework, extensive role-play assignments, personalized feedback, self-evaluation and review, and actual sales experience, graduates of the Bradley University Professional Sales Program develop the skills and experiences necessary for success in today's demanding sales environment. The faculty provides multiple role-plays, along with extensive feedback and analysis of role-plays in order to build sales skills.

### CALIFORNIA STATE UNIVERSITY, CHICO

[www.csuchico.edu/cob/psp/index.shtml](http://www.csuchico.edu/cob/psp/index.shtml)

Dr. Timothy Heinze  
tcheinze@csuchico.edu  
College of Business, Department of Finance and Marketing  
Professional Sales Program  
Chico, CA 95929-0051  
530-898-6090

Students: 180  
Start Year: 2008  
Accreditation(s): AACSB, USCA  
associate member  
Program Type(s): **UCE**  
Focus Option(s): Entrepreneurship, Financial Services, International Business

The certificate program consists of five required classes, one prerequisite, and one elective. Students in the Advanced Topics in Professional Sales course, work for an external sales organization and experience "real-world" selling situations. Chico State also hosts the annual Western States Collegiate Sales Competition and Sweet 16 Sales Challenge.

### CALIFORNIA STATE UNIVERSITY, FULLERTON

[www.fullerton.edu/sales](http://www.fullerton.edu/sales)  
Chris Kondo  
ckondo@fullerton.edu  
Mark Mantey  
SLC@fullerton.edu  
PO Box 6848  
Fullerton, CA 92834  
657-278-2527

Students: 250  
Start Year: 2008  
Accreditation(s): AACSB, USCA, PSE  
Program Type(s): **UCE, UEM, ET**  
Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Consumer Products

The Sales Leadership Center is dedicated to promoting leadership and professionalism in the field of sales at Cal State Fullerton, Mihaylo College of Business and Economics. World-class education is offered inside a new state-of-the-art facility. A new, virtual sales lab is being launched in 2013. The Center offers scholarships and career development programs. The team sponsored by The Sales Leadership Center at Mihaylo turned in an excellent showing at the competition held at Cal State Chico.

### CENTRAL MICHIGAN UNIVERSITY

<http://mkt.cba.cmich.edu/salesconcentration/>  
Dr. Concha Allen  
neele1cr@cmich.edu; ken.cherry@cmich.edu

105 Smith Hall  
Mt. Pleasant, MI 48859  
989-774-2827

Students: 40  
Start Year: 2008  
Accreditation(s): AACSB, PSE  
Program Type(s): **UCO, UCE, UMN**

Central Michigan University's Sales Program is available to all students at the University. Participants are required to complete an internship. Due to a partnership with Carew International Inc., all students received Carew International Certification in Dimensions of Personal Selling, Advanced Positional Selling/Negotiation and Enterprise Selling. CMU students won the last three PSE Regional Sales Competitions.



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### CLEMSON UNIVERSITY

<http://www.clemson.edu/cbbs/departments/marketing/academics/sales-certificate.html>

Jesse N. Moore  
jessem@clemson.edu  
Department of Marketing  
Sirrline 252, Cbbs Box 1325  
Clemson, SC 29634  
864-656-1086

Students: 120  
Start Year: 2009  
Accreditation(s): AACSB  
Program Type(s): **UCE**

Students completing the sales certificate are provided with real-world experience, foundational role-play exercises and leadership opportunities. Professors blend theory and application in the program while also ensuring frequent interaction with industry executives.

### THE COLLEGE OF NEW JERSEY

<http://business.pages.tcnj.edu/departments-programs/management-marketing-interdisciplinary-business/>

Dr. Alfred Pelham  
Pelham@tcnj.edu  
Department of Marketing  
2000 Pennington Rd.  
Ewing, NJ 08628-0718  
609-771-3027

Students: 55  
Start Year: 2005  
Accreditation(s): AACSB, PSE  
Program Type(s): **UMN**

TCNJ is ranked as one of the 75 Most Competitive Schools in

the nation by Barron's Profiles of American Colleges, and number one public institution in the northern region by U.S. News and World Report. The TCNJ Business School was ranked 72nd in the nation by Businessweek. For the last two years, TCNJ students won first place in The Pi Sigma Epsilon national sales competition.

### CONCORDIA UNIVERSITY, ST. PAUL

[www.csp.edu](http://www.csp.edu)  
Dr. Bruce Corrie  
corrie@csp.edu  
1282 Concordia Avenue  
Saint Paul, MN 55104  
651-641-8226

Students: 5  
Start Year: 2012  
Accreditation(s): AACSB  
Program Type(s): **UMN**

This recently launched program is poised to grow by also attracting non-business majors in the future. A popular two-week lab is taught by practitioners to provide experiential learning as a preview to the internship process.

### DEPAUL UNIVERSITY

[www.salesleadershipcenter.com](http://www.salesleadershipcenter.com)  
Daniel P. Strunk  
dstrunk@depaul.edu  
1 East Jackson Blvd.  
Chicago, IL 60604  
312-362-7250

Students: 900  
Start Year: 2005  
Accreditation(s): AACSB, USCA  
full member, PSE

Program Type(s): **UCO, UMN, GF, ET**  
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Sales Management, Technology, Category Management

DePaul University has both undergraduate and graduate sales education programs. Undergraduates can participate regardless of major and must complete at least five sales focused classes and one internship. In addition, DePaul offers an MBA with a Sales Leadership Concentration.

### DOUGLAS COLLEGE

[www.douglas.bc.ca](http://www.douglas.bc.ca)  
David Moulton  
moultond@douglas.bc.ca  
PO Box 2503  
New Westminster, BC  
Canada V3L 5B2  
604-527-5456

Students: 75  
Start Year: 1990  
Accreditation(s): Degree Quality Assessment Board  
Program Type(s): **UCE**  
Focus Option(s): Financial Services

Douglas offers three sales courses: Personal Selling, Professional Selling, and Sales Management. The student graduates with a marketing diploma. The majority of graduates find their careers in sales.

### DUBLIN INSTITUTE OF TECHNOLOGY

[www.dit.ie](http://www.dit.ie)  
Laura Cuddihy  
laura.cuddihy@dit.ie  
College of Business  
Aungier Street  
Dublin, Ireland 2  
+35314027085

Students: 40  
Start Year: 1994  
Accreditation(s): Sales Institute of Ireland  
Program Type(s): **UMN, GF, EC, ET**

Students pursuing a Bachelor of Science in Marketing, a Master of Science in Marketing or Strategic Management, or an MBA may pursue the Management of Sales elective. The content is taught in an academic and theoretical framework rather than an applied context.

### DUQUESNE UNIVERSITY

[www.duq.edu](http://www.duq.edu)  
Dr. John Lanasa  
lanasa@duq.edu  
Forbes Avenue  
Rockwell Hall 812  
Pittsburgh, PA 15282  
412-396-5153

Students: 100  
Start Year: 2012  
Accreditation(s): AACSB, PSE  
Program Type(s): **UCE, UEM, UMN**  
Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical, Technology

The focus in this program is on selling and the problems confronted by sales managers. It is a program where we create a bridge between

theory and application—so that our students are well prepared to meet the demands of the marketplace.

### ELON UNIVERSITY

[www.elon.edu/e-web/academics/business/chandler\\_center/default.xhtml](http://www.elon.edu/e-web/academics/business/chandler_center/default.xhtml)

Michael Rodriguez  
mrodriguez4@elon.edu

CB 2075  
Chandler Family Professional Sales Center  
Elon, NC 27244  
336-278-5942

Students: 80  
Start Year: 2007  
Accreditation(s): AACSB, USCA  
full member, PSE, GSSI  
Program Type(s): **UMJ, UMN, GF, EC**  
Focus Option(s): Financial Services, Technology

Elon uses engaged learning techniques with three to four professional salespersons and sales managers speaking to each course. They focus on best practices and group projects for local firms, and approximately 75 percent of the students have studied abroad.

### FERRIS STATE UNIVERSITY

<http://www.ferris.edu/>  
Chester Trybus  
Chet2011fsu@gmail.com  
College of Business  
Marketing Department  
7635 Woodvale Street, SE  
Big Rapids, MI 49546  
616-822-2928

Students: 230  
Start Year: 1998  
Accreditation(s): AACSB  
Program Type(s): **UCE**  
Focus Option(s): Communication/ Broadcast Sales, Industrial Distribution, Medical/Healthcare, Technology

Ferris State is expanding their sales offerings, permitting students from various majors to participate. In addition to three sales classes, internship opportunities are growing, providing students with job experience.

### FHWIEN: UNIVERSITY OF APPLIED SCIENCES

[www.fh-wien.ac.at/marketing-salesmanagement/](http://www.fh-wien.ac.at/marketing-salesmanagement/)  
Marina Prem  
marina.prem@fh-wien.ac.at  
Institute for Marketing and Sales Management  
Wahringer Gurtel 97  
Vienna, Austria 1180  
+431476775850

Students: 70  
Start Year: 1997  
Accreditation(s): GSSI, FIBAA  
Program Type(s): **UMN**  
Focus Option(s): International Business, Sales Management

Austria's first sales program began in 1997 at FHWien-Studiengänge der WKW. A Bachelor's option was added in 2007 and a Master's in 2008. The combination of marketing and sales addresses topics ranging from product introduction to sales and customer retention.





# TRANSFORMING STUDENTS INTO SALESPeople

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- PROFESSIONAL DEVELOPMENT
- WELL-PREPARED TALENT

**DAWN DEETER, DIRECTOR**  
785.532.6880 OR [DDEETER@K-STATE.EDU](mailto:DDEETER@K-STATE.EDU)  
[CBA.K-STATE.EDU/NSSI](http://CBA.K-STATE.EDU/NSSI)

 @KSTATE\_NSSI



### FLORIDA STATE UNIVERSITY, THE SALES INSTITUTE

[www.fsusalesinstitute.com/](http://www.fsusalesinstitute.com/)

Pat Pallentino  
[ppallentino@cob.fsu.edu](mailto:ppallentino@cob.fsu.edu)

The Sales Institute  
821 Academic Way  
Tallahassee, FL 32306-1110  
850-644-7875

Students: 500  
Start Year: 2002  
Accreditation(s): AACSB, USCA  
Program Type(s): **UCE, UMJ, ET**  
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Sales Management, Technology

The nationally recognized and award winning sales major currently has approximately 100 students, offering an undergraduate degree in Marketing, with a major in Professional Sales and a certificate in Sales Management. The sales program is part of the FSU Sales Institute, which is responsible for sales-related research and executive training programs. There are currently four full-time faculty dedicated to the sales major and two PhD candidates focusing on the sales profession.

**GEORGIA SOUTHERN UNIVERSITY**  
<http://coba.georgiasouthern.edu/centers/sales/>

Dr. Linda Greef Mullen  
[lgmullen@georgiasouthern.edu](mailto:lgmullen@georgiasouthern.edu)  
PO Box 8154  
Statesboro, GA 30460  
912-536-3597

Students: 200  
Start Year: 2006

Accreditation(s): AACSB, USCA full member, GSSI  
Program Type(s): **UEM, UCE**  
Focus Option(s): Technology  
Georgia Southern University is a public, Carnegie Doctoral/ Research university. Their concentration in Sales & Sales Management is a key area of distinction. It reflects the University's culture of engagement that bridges theory with practice, extends the learning environment beyond the classroom, and promotes student growth and life success.

**GEORGIA STATE UNIVERSITY**  
[http://robinson.gsu.edu/marketing/academicprograms/bba\\_cert.htm](http://robinson.gsu.edu/marketing/academicprograms/bba_cert.htm)

James Boles  
[jboles@gsu.edu](mailto:jboles@gsu.edu)

Robinson College of Business  
PO Box 3991  
Atlanta, GA 30302-3991  
404-413-7659

Students: 95  
Start Year: 2007  
Accreditation(s): AACSB  
Program Type(s): **UCE, UCO, GE, EC, ET**

Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, International Business, Sales Management

Georgia State's certificates are focused on students within business disciplines, both an undergraduate certificate to supplement a marketing degree and a graduate program in strategic sales leadership are available. The undergraduate

program is selective and requires five sales specific courses.

### HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES

[www.haaga-helia.fi](http://www.haaga-helia.fi)

Pirjo Pitkapaasi  
[pirjo.pitkapaasi@haaga-helia.fi](mailto:pirjo.pitkapaasi@haaga-helia.fi)  
Ratapihantie 13  
Helsinki, Finland 520  
+358 40 488 7066

Students: 40  
Start Year: 2007  
Accreditation(s): GSSI  
Program Type(s): **UCE**  
Focus Option(s): International Business

Students pursue a Bachelor of Science in Professional Sales. The focus in the studies is on solution sales and on the business-to-business environment. The content is taught by combining theory and practice. As free choice studies students can take a class in which they are coached for the national sales competition. HAAGA-HELIA organizes the Best Seller Competition every other year.

### ILLINOIS STATE UNIVERSITY

<http://www.cob.ilstu.edu/profsales/>

Michael C. Boehm  
[mboehm@ilstu.edu](mailto:mboehm@ilstu.edu)

Department of Marketing  
Campus Box 5590  
College of Business  
Normal, IL 61790-5590  
309-438-2954

Students: 280  
Start Year: 2005  
Accreditation(s): AACSB, USCA full member, PSE  
Program Type(s): **UCO, UMJ, ET**  
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Technology

Funding partnerships with organizations provide student scholarships, faculty development, and sales research and support. Graduate level sales training for insurance and financial services sales is the core component for the Professional Insurance Sales Associate (PISA) professional designation.

### INDIANA STATE UNIVERSITY

[www.indstate.edu/business/sales](http://www.indstate.edu/business/sales)

Dr. Jon M. Hawes  
[jon.hawes@indstate.edu](mailto:jon.hawes@indstate.edu)  
Sales and Negotiations Center  
Scott College of Business,  
Room 912  
30 North Seventh St.  
Terre Haute, IN 47809  
812-870-0214

Students: 100  
Start Year: 2010  
Accreditation(s): AACSB, USCA  
Program Type(s): **UCE, UCO, UMN**

Focus Option(s): Insurance and Medical/Healthcare Sales  
Sales classes heavily emphasize innovative experiential learning. The Sales and Negotiations Lab provides an opportunity to conduct skill practice exercises within the curriculum. Students compete in national sales

competitions and in sales career exploration events, gaining career insights from sales professionals who serve as role models/mentors.

### INDIANA UNIVERSITY

[www.kelley.iu.edu/globalsales](http://www.kelley.iu.edu/globalsales)

Dr. Rosann Spiro  
[spiro@indiana.edu](mailto:spiro@indiana.edu)  
Kelley School of Business  
1309 E. Tenth St., BU328  
Bloomington, IN 47405  
812-855-1100

Students: 150  
Start Year: 1996  
Accreditation(s): AACSB, USCA full member, PSE, GSSI  
Program Type(s): **UCO, USP**

The Center for Global Sales Leadership is one of the nation's first educational sales centers at a nationally ranked business school. Indiana's sales students can earn a concentration in addition to their majors. Home to the annual National Team Selling Competition, Indiana provides a team selling competition for educational purposes.

### KANSAS STATE UNIVERSITY

<http://cba.k-state.edu/about/departments-initiatives/national-strategic-selling-institute/index.html>

Dr. Dawn Deeter-Schmelz  
[ddeeter@k-state.edu](mailto:ddeeter@k-state.edu)  
2C Calvin Hall  
Manhattan, Kansas 66506-0506  
785-532-6880

Students: 200  
Start Year: 2010  
Accreditation(s): AACSB, USCA full member, PSE  
Program Type(s): **UEM**

Current courses are Professional Selling (Prerequisite: Marketing Principles); Sales Management (Prerequisite: Professional Selling); and Advanced Selling (Prerequisite: Professional Selling). KSU is in the process of developing a proposal for a sales minor, with an anticipated launch date of 2013. The minor will be open to all students, regardless of major.

### KENNESAW STATE UNIVERSITY

<http://coles.kennesaw.edu/centers/professional-selling/>

Dr. Terry W. Loe  
[tloe@kennesaw.edu](mailto:tloe@kennesaw.edu)

Coles College of Business  
1000 Chastain Rd., Building 4, Room 281  
Kennesaw, GA 30144  
678-797-2017

Students: 250  
Start Year: 1998  
Accreditation(s): AACSB, USCA full member, PSE, GSSI  
Program Type(s): **UMJ, UCO, ET**  
Focus Option(s): International Business

The KSU Center for Professional Selling assists in developing sales programs for other universities in the US and abroad and is home to the National Collegiate Sales Competition (NCSC), the largest and oldest university sales role-play competition in the U.S., hosting more than 60 sales programs annually.

### MICHIGAN STATE UNIVERSITY

<http://cas.msu.edu/programs/sales-communication>

Jennifer Rumler  
[rumlerj@msu.edu](mailto:rumlerj@msu.edu)  
404 Wilson Rd., Room 183  
East Lansing, MI 48824  
517-355-9659

Students: 120  
Start Year: 2009  
Accreditation(s): AACSB, USCA associate member  
Program Type(s): **USP, ET**  
Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, International Business, Medical/Healthcare, Technology

The specialization is an interdisciplinary effort of two nationally ranked academic colleges, Broad College of Business and the College of Communication Arts and Sciences. Students with a wide variety of majors participate, completing a minimum of 500 hours of experiential learning, including a 300-hour professional sales internship.

### MISSOURI STATE UNIVERSITY

[www.missouristate.edu/mkt](http://www.missouristate.edu/mkt)

Dr. Alex Hamwi  
[AlexHamwi@missouristate.edu](mailto:AlexHamwi@missouristate.edu)  
Marketing Department  
901 S. National Ave.  
Springfield, MO 65897  
417-836-5541

Students: 200  
Start Year: 1983  
Accreditation(s): AACSB  
Program Type(s): **UEM**

Missouri State boasts the largest business school in a six-state area, with 750 Marketing majors alone. Of that group, 200 take advantage of the Professional Sales emphasis.

### NICHOLLS STATE UNIVERSITY

[www.nicholls.edu/marketing/degree-plans/professional-sales](http://www.nicholls.edu/marketing/degree-plans/professional-sales)  
Dr. R. Charles Viosca, Jr.  
[chuck.viosca@nicholls.edu](mailto:chuck.viosca@nicholls.edu)  
PO Box 2015  
906 E. First St.  
Thibodaux, LA 70310  
985-449-7016

Students: 30  
Start Year: 2003  
Accreditation(s): AACSB, PSE  
Program Type(s): **UCO**  
Focus Option(s): Financial Services

Nicholls State University utilizes a professional, corporate-style training facility including role-play rooms to enhance the sales and behavioral skills of students. This facility is also used for the Annual Bayou Sales Challenge, a regional, intercollegiate sales role-play competition hosted by the College of Business at Nicholls each fall.

### NORTH CAROLINA A&T STATE UNIVERSITY

<http://www.ncat.edu/academics/sbe/index.html>

Dr. Jacqueline Williams  
[jacq@ncat.edu](mailto:jacq@ncat.edu)

Merrick Hall Room 344  
1601 East Market Street  
Greensboro, NC 27411  
336-334-7656

Students: 25  
Start Year: 2005  
Accreditation(s): AACSB, PSE  
Program Type(s): **UCE, UCO**  
Focus Option(s): Customer Relationship Marketing & Management

Partnership with the 3M Company and its Frontline initiative fostered the development of a Customer Relationship Marketing & Management Certificate program available to students across the university. Courses on personal selling and customer relationship management are designed to enhance major academic degrees across the campus.

### NORTHERN ILLINOIS UNIVERSITY

[www.cob.niu.edu/sales](http://www.cob.niu.edu/sales)

Dr. Robert M. Peterson  
[peterson@niu.edu](mailto:peterson@niu.edu)  
Department of Marketing  
Barsema Hall 128Q  
DeKalb, IL 60115  
815-753-6224

Students: 210  
Start Year: 1988  
Accreditation(s): AACSB, USCA full member, PSE, GSSI  
Program Type(s): **UCE, GF**

Northern Illinois is the only school to publish a sales journal (The Journal of Selling & Major Account Management). They established a sales specific exchange program with universities in Ireland and Austria. Sales students are not required to have majors in the School of Business, allowing representation from various disciplines.

### NOVA SOUTHEASTERN UNIVERSITY

[www.huizenga.nova.edu](http://www.huizenga.nova.edu), or  
[www.nsales.com](http://www.nsales.com)

Dennis Dannacher  
[Dannacher@nova.edu](mailto:Dannacher@nova.edu)

H. Wayne Huizenga School of Business & Entrepreneurship  
The Carl DeSantis Building  
3301 College Ave.  
Fort Lauderdale, FL 33314-3755  
954-262-5030

Students: 80  
Start Year: 2010  
Accreditation(s): SACS  
Program Type(s): **UCO, UMJ, UMN, UEM, GE, GF, ET**  
Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business

Partnership with Sandler Sales Training created a practically based component to the sales program, and advanced, state-of-the-art technology provides students with an opportunity to practice presentations and hone sales skills.

### OHIO UNIVERSITY

[www.scheysalescentre.com](http://www.scheysalescentre.com)

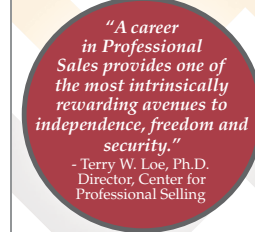
Kenneth L. Hartung  
[hartung@ohio.edu](mailto:hartung@ohio.edu)

The Ralph and Luci Schey Sales Centre  
Copeland Hall 201  
Athens, OH 45701-2979  
740-593-9328

Students: 185  
Start Year: 1997  
Accreditation(s): AACSB, USCA full member, SMT  
Program Type(s): **UCE, ET**

## Kennesaw State University Sales Students are Practicing the Theory!

KSU students learn the theory behind making a sale and use that knowledge to experience live sales calls in their pursuit of a **BBA in Professional Selling.**



### KSU Professional Selling students:

- Use state-of-the-art facilities to record and evaluate sales calls
- Learn to assess markets and prospect potential new business
- Cultivate strategies to develop and maintain sales territories
- Analyze and examine buyer behavior
- Practice closing and negotiating a sale
- Master effective sales strategies through live practical sales experiences

**Our students don't just know about selling, they know how to sell!**



For more information, contact  
Dr. Terry Loe, Director:  
Center for Professional Selling.  
[tloe@kennesaw.edu](mailto:tloe@kennesaw.edu);  
678.797.2017  
<http://coles.kennesaw.edu/selling>



Coles College of Business  
Center for Professional Selling

Home of the National Collegiate  
Sales Competition

Companies partner with the Schey Sales Centre (a selective entry sales program) because they know they are hiring college graduates who have had real sales readiness training and real sales experience in college plus a pre-determination to sell. All Ohio University undergraduates may apply to this certificate program.

### PLYMOUTH STATE UNIVERSITY

[www.plymouth.edu](http://www.plymouth.edu)

Bob Nadeau  
[ranadeau@plymouth.edu](mailto:ranadeau@plymouth.edu)

116 Hyde Hall  
17 High Street  
Plymouth, NH 03264  
603-854-0886

Students: 150  
Start Year: 2009  
Accreditation(s): USCA associate member  
Program Type(s): **UMN, UCE**

Students in Professional Sales II experience real world business projects which are completed outside the classroom. They are required to do presentations, prospecting, cold calls and networking. Approximately 40% of their grade comes from how well they complete these assignments. The projects are selected to help non-profits in local communities.

### PORTSMOUTH BUSINESS SCHOOL

[www.port.ac.uk/salesmanagement](http://www.port.ac.uk/salesmanagement)

Beth Rogers  
[beth.rogers@port.ac.uk](mailto:beth.rogers@port.ac.uk)  
Richmond Building  
Portland Street

Portsmouth, UK PO1 3DE  
+442392844017

Students: 40  
Start Year: 2002  
Accreditation(s): GSSI  
Program Type(s): **USP, GE, ET**

Portsmouth offers opportunities for undergraduates and postgraduates on business pathways to take options on personal selling, account management and sales management. In addition, Portsmouth pioneered a specialist postgraduate program for account managers and sales managers. Assessments focus on developing a best practice in the sponsoring organization.

### ST. CATHERINE UNIVERSITY

[www.stkate.edu/sales](http://www.stkate.edu/sales)

Lynn Schleeter  
[lfschleeter@stkate.edu](mailto:lfschleeter@stkate.edu)  
2004 Randolph Avenue  
MS 4124  
St. Paul, MN 55105  
651-690-8762

Students: 50  
Start Year: 1998  
Accreditation(s): USCA, PSE  
Program Type(s): **UCE, UMJ, UMN, EC, ET**

Focus Option(s): Entrepreneurship, Medical/Healthcare Sales  
The Center of Sales Innovation conducts original research and offers continuing education programs to study the complexity of sales. Candidates include traditional and nontraditional students interested in changing careers or re-entering the workforce. The Center offers leadership



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/](http://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](http://www.uasalesprogram.com)  
Joe Calamusa 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](http://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](http://www.fhwn.ac.at/site/455/default.aspx)

Karl Pinczolis  
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.ualr.edu/marketing/](http://www.ualr.edu/marketing/)

Mark Funk  
mffunk@ualr.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](http://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/](http://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](http://www.uco.edu)  
Bob Kaiser  
rkaiser@uco.edu



UNIVERSITY of WASHINGTON

## Sales Certificate Program

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[foster.washington.edu/sales\\_program](http://foster.washington.edu/sales_program)



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Our Bachelor of Science in Professional Sales is an academic program that features a curriculum that is balanced between general education, sales, and other related business courses.

- Prepares students to pursue careers in financial services, manufacturing, wholesale, technology or pharmaceutical sales
- Provides a basis of fundamental business core competency
- Stresses a well-diversified education core that enhances public speaking skills, introduces behavioral sciences, and increases competency in analytical and mathematical sciences, ethics, and work-place diversity.

### Professional Programs

We offer sales professionals a wide range of sales development, consulting, research and customized corporate training programs.

- Professional sales training
- Sales leadership and management training
- Sales performance consulting
- Research services
- Certification in professional sales
- Continuing Education Unit (CEU) credits

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**WILLIAM PATERSON UNIVERSITY**  
**COTSAKOS COLLEGE OF BUSINESS**  
[www.wpunj.edu/rbisaes](http://www.wpunj.edu/rbisaes)

**R** RUSS BERRIE INSTITUTE  
FOR PROFESSIONAL SALES  
WILLIAM PATERSON UNIVERSITY

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](http://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](http://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](http://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



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classroom plus  
professional development  
outside the classroom.



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740.593.9328 to learn more  
or visit [www.scheysalescentre.com](http://www.scheysalescentre.com)

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**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](http://www.unkid.org)

Scott Jochum  
[JochumSL@unk.edu](mailto: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](http://www.unk.edu)  
Marsha Yeagley  
[yeagleym@unk.edu](mailto: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](http://www.newhaven.edu)  
Charles (Pete) Peterson  
[cpeterson@newhaven.edu](mailto: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](http://www.una.edu)  
Jerome M. Gafford  
[jmgafford@una.edu](mailto: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](http://www.kenan-flagler.unc.edu)

David Roberts  
[dave\\_roberts@unc.edu](mailto:dave_roberts@unc.edu)  
Center for the Integration of Marketing and Sales  
McColl 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](http://www.usm.edu)

Dr. Mike Wittmann  
[mike.wittmann@usm.edu](mailto: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](http://www.sales.utoledo.edu)  
Dr. Ellen Bolman Pullins  
[edwardschmidtschool@utoledo.edu](mailto: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](http://www.foster.washington.edu/academic/sales/Pages/sales.aspx)  
Jack Rhodes  
[rhodesj@uw.edu](mailto:rhodesj@uw.edu) or [salesprg@uw.edu](mailto: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](mailto: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 Nielson 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](http://www.uwosh.edu)  
Dr. Bryan Lilly  
[lilly@uwosh.edu](mailto: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](http://www.uwp.edu/departments/business/sales.certificate/index.cfm)  
Dr. Peter Knight  
[knightp@uwp.edu](mailto:knightp@uwp.edu)  
School of Business and Technology  
Molinaro 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](http://www.marketing.pamplin.vt.edu)  
Dr. Richard E. Buehrer  
[rebuehre@vt.edu](mailto: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](mailto:edwardschmidtschool@utoledo.edu)  
[sales.utoledo.edu](http://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](http://www.vancouver.wsu.edu/prosales)  
Dr. Ronald W. Pimentel  
[ron.pimentel@vancouver.wsu.edu](mailto: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/](http://www.universitysalescenteralliance.org/)

Desiree Cooper Larsen  
[Dcooper@weber.edu](mailto: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](http://www.be.wvu.edu)

Andy Wood  
[jawood@mail.wvu.edu](mailto: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  
Momsen 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  
sherwoos@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.sdbocconi.it  
Dr. Paolo Guenzi  
paolo.guenzi@sdbocconi.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. ▲