## 2013 Top Universities for Professional Sales Education

### Top North American Sales Schools:

<table>
<thead>
<tr>
<th>University/Location</th>
<th>Grad. Program</th>
<th>Internship Required</th>
<th>Total Faculty</th>
<th>% of Job Placement</th>
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</thead>
<tbody>
<tr>
<td>Auburn University</td>
<td>A</td>
<td>A</td>
<td>2</td>
<td>5/100</td>
</tr>
<tr>
<td>Ball State University</td>
<td>A</td>
<td>A</td>
<td>4</td>
<td>90</td>
</tr>
<tr>
<td>Baylor University</td>
<td>A</td>
<td>A</td>
<td>6</td>
<td>100</td>
</tr>
<tr>
<td>Bradley University</td>
<td>A</td>
<td>A</td>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td>California State University, Chico</td>
<td>A</td>
<td>A</td>
<td>9</td>
<td>90</td>
</tr>
<tr>
<td>California State University, Fallarton</td>
<td>A</td>
<td>A</td>
<td>5</td>
<td>90</td>
</tr>
<tr>
<td>Central Michigan University</td>
<td>A</td>
<td>A</td>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td>Clemson University</td>
<td>A</td>
<td>A</td>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td>College of New Jersey, The</td>
<td>A</td>
<td>A</td>
<td>7</td>
<td>70</td>
</tr>
<tr>
<td>Concordia University, St. Paul</td>
<td>A</td>
<td>A</td>
<td>17</td>
<td>82</td>
</tr>
<tr>
<td>DePaul University</td>
<td>A</td>
<td>A</td>
<td>17</td>
<td>82</td>
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<tr>
<td>Douglas College</td>
<td>A</td>
<td>A</td>
<td>9</td>
<td>90</td>
</tr>
<tr>
<td>Duquesne University</td>
<td>A</td>
<td>A</td>
<td>8</td>
<td>92</td>
</tr>
<tr>
<td>Illinoi State University</td>
<td>A</td>
<td>A</td>
<td>8</td>
<td>90</td>
</tr>
<tr>
<td>Indiana State University</td>
<td>A</td>
<td>A</td>
<td>4</td>
<td>90</td>
</tr>
<tr>
<td>Kansas State University</td>
<td>A</td>
<td>A</td>
<td>11</td>
<td>88</td>
</tr>
<tr>
<td>Kansas State University</td>
<td>A</td>
<td>A</td>
<td>7</td>
<td>98</td>
</tr>
<tr>
<td>Michigan State University</td>
<td>A</td>
<td>A</td>
<td>4</td>
<td>100</td>
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<tr>
<td>Missouri State University</td>
<td>A</td>
<td>A</td>
<td>5</td>
<td>85</td>
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<tr>
<td>Nicholls State University</td>
<td>A</td>
<td>A</td>
<td>1</td>
<td>85</td>
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<tr>
<td>North Carolina A&amp;T State University</td>
<td>A</td>
<td>A</td>
<td>5</td>
<td>90</td>
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<tr>
<td>Northern Illinois University</td>
<td>A</td>
<td>A</td>
<td>6</td>
<td>100</td>
</tr>
<tr>
<td>Nova Southeastern University</td>
<td>A</td>
<td>A</td>
<td>8</td>
<td>90</td>
</tr>
<tr>
<td>Ohio University</td>
<td>A</td>
<td>A</td>
<td>5</td>
<td>98</td>
</tr>
<tr>
<td>Plymouth State University</td>
<td>A</td>
<td>A</td>
<td>4</td>
<td>80</td>
</tr>
<tr>
<td>St. Catherine University</td>
<td>A</td>
<td>A</td>
<td>9</td>
<td>98</td>
</tr>
<tr>
<td>Texas State University—San Marcos</td>
<td>A</td>
<td>A</td>
<td>4</td>
<td>95</td>
</tr>
<tr>
<td>Tulane University</td>
<td>A</td>
<td>A</td>
<td>6</td>
<td>64</td>
</tr>
</tbody>
</table>

*Information not provided*

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“*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

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### Top European Sales Schools:

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<th>Total Faculty</th>
<th>% of Job Placement</th>
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<tbody>
<tr>
<td>Aalen University of Applied Sciences (Germany)</td>
<td>A</td>
<td>A</td>
<td>10</td>
<td>100</td>
</tr>
<tr>
<td>Athens University of Economics &amp; Business (Greece)</td>
<td>A</td>
<td>A</td>
<td>18</td>
<td>90</td>
</tr>
<tr>
<td>FHWien - University of Applied Sciences (Austria)</td>
<td>A</td>
<td>A</td>
<td>20</td>
<td>95</td>
</tr>
<tr>
<td>HAAGA-HELIA University of Applied Sciences (Finland)</td>
<td>A</td>
<td>A</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

*Information not provided*
FN THE UNIVERSITY OF PORTLANDcy of Business at Nicholls each fall. The Carl desantis Building is the Bayou sales Challenge, a regional, national, and international competition in the U.S., hosting more than 60 sales programs annually. We are focused on students within the academic colleges, Broad College of Business, who are interested in sales. Students have real sales readiness and can earn a concentration in Professional selling to this certificate program.

Our students don’t just know about sales; they know how to sell!

Kennesaw State University Sales Students are Practicing the Theory!

Kennesaw State University

KSU students learn the theory behind making a sale and use that knowledge to experience sales roles and responsibilities in real-world sales environments, thereby improving their career development and skills.

For more information, contact Mary Beth Exley, Center for Professional Selling, 770-793.7717

Home of the National Collegiate sales competition

http://www.nicholls.edu/marketing/
Students: 58  
Start Year: 2004  
Accreditation(s): AACSB, PSE  
Program Type(S): UCE, ULM, UUN, CEF  
Focus Option(s): International  
Specialization(s): Sales

The program aims to combine academic sales studies with a more practical oriented educational experience, which would be specifically suited to the business community. Each student will have access to the laboratory and technology facilities. With the establishment of the bachelor and master programs in business consultancy and sales focus in the University of the University of Alabama Tuscaloosa, a faculty specializing in the field of business consultancy and sales, the University of Alabama Tuscaloosa 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 sales core course incorporates CRM training.

UNIVERSITY OF ABERDEEN  
Acting Director of the Professional Sales Program  
Dr. Drangos T. Diamantidis  
Telford College of Business Administration  
68 Brodiehill Road  
Aberdeen, AB 1,650  
403-520-4100  

Students: 100  
Start Year: 2002  
Accreditation(s): AACSB, PSE  
Program Type(S): UCE, ULM, UUN, CEF  
Focus Option(s): International  
Specialization(s): Sales

The Professional Sales Program at the University of Aberdeen is a 2-year degree program. The program offers a comprehensive education in sales, including theory, practice, and research, with a focus on developing skills and knowledge in communication, negotiation, and ethical decision-making. Students are given opportunities to develop their skills in both the classroom and the workplace, with a strong emphasis on experiential learning. The program is designed to prepare graduates for careers in sales and sales management, and to provide them with the skills and knowledge necessary to succeed in the competitive world of sales.

UNIVERSITY OF ALABAMA  
www.alsales.al.edu  
Jole Calamusa IV  
Paula L. Rollins  
The Sales Program  
Catherine Creech  
North University Edmond, OK 73013  
405-974-1336  

Students: 160  
Start Year: 2009  
Accreditation(s): AACSB, PSE  
Program Type(S): UCE, ULM, UUN, CEF  
Focus Option(s): International  
Specialization(s): Sales

The Sales Program at the University of Alabama is designed to provide students with the knowledge and skills necessary to succeed in the field of sales. The program offers a comprehensive education in sales, including theory, practice, and research, with a focus on developing skills and knowledge in communication, negotiation, and ethical decision-making. Students are given opportunities to develop their skills in both the classroom and the workplace, with a strong emphasis on experiential learning. The program is designed to prepare graduates for careers in sales and sales management, and to provide them with the skills and knowledge necessary to succeed in the competitive world of sales.

UNIVERSITY OF ALASKA  
www.alaska.alaska.edu  
Karin W. Lee  
Business/degree certificates  
Kicking a Sales Certificate  
School of Business  
University of Alaska Fairbanks  
Fairbanks, AK 99770  
907-474-7511  

Students: 30  
Start Year: 2006  
Accreditation(s): AACSB, PSE  
Program Type(S): UCE, ULM, UUN, CEF  
Focus Option(s): International  
Specialization(s): Sales

The Alaska Business Sales Program is a certificate program designed to provide students with the knowledge and skills necessary to succeed in the field of sales. The program offers a comprehensive education in sales, including theory, practice, and research, with a focus on developing skills and knowledge in communication, negotiation, and ethical decision-making. Students are given opportunities to develop their skills in both the classroom and the workplace, with a strong emphasis on experiential learning. The program is designed to prepare graduates for careers in sales and sales management, and to provide them with the skills and knowledge necessary to succeed in the competitive world of sales.

UNIVERSITY OF ARIZONA  
www.azsales.azusa.edu  
Dr. Donald E. Mauhleisen  
Sales Management Program  
College of Business Administration  
4000 Central Florida Blvd.  
Orlando, FL 32819  
407-823-2875  

Students: 30  
Start Year: 2006  
Accreditation(s): AACSB, PSE  
Program Type(S): UCE, ULM, UUN, CEF  
Focus Option(s): International  
Specialization(s): Sales

The Sales Management Program at the University of Arizona is designed to provide students with the knowledge and skills necessary to succeed in the field of sales. The program offers a comprehensive education in sales, including theory, practice, and research, with a focus on developing skills and knowledge in communication, negotiation, and ethical decision-making. Students are given opportunities to develop their skills in both the classroom and the workplace, with a strong emphasis on experiential learning. The program is designed to prepare graduates for careers in sales and sales management, and to provide them with the skills and knowledge necessary to succeed in the competitive world of sales.

UNIVERSITY OF ARIZONA  
www.azsales.azusa.edu  
Dr. Charles Schwepker  
Business/degree certificates -  
North Central Umcn  
Business  
San Marcos, TX 78666  
512-245-8324  

Students: 175  
Start Year: 2009  
Accreditation(s): AACSB, PSE  
Program Type(S): UCE, ULM, UUN, CEF  
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Focus Option(s): Entrepreneurship All 300 marketing majors complete Professional Relationship Selling. Students may compete in five sales competitions each year, representing Ohio University. Sales Leaders meetings serve in the Student Sales Network, faculty organized sales mentorship program, and a sales internship.

UNIVERSITY OF NEBRASKA
A selective entry sales program.

That makes Ohio University different! A selectivity entry sales program.

All majors can apply.

Contact Ken Harrison, Executive Director 440.293.9238 to learn more or visit www.scheysalescentre.com

<table>
<thead>
<tr>
<th>Program Type(s): UM UGE</th>
<th>start year: 2010</th>
<th>students: 45</th>
<th>Contact:<a href="mailto:andy.Wood@be.wvu.edu">andy.Wood@be.wvu.edu</a></th>
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<tbody>
<tr>
<td>WsU Vancouver</td>
<td></td>
<td>45</td>
<td>Andy Wood</td>
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<td><a href="http://www.be.wvu.edu">www.be.wvu.edu</a></td>
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Edward H. Schmidt School of Professional Sales

 Approximately 300 professional sales students

 Programs 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 Hunting Sales Lab and other sales facilities

 Exclusive recruiting events and online tools that help 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

419.530.8133

edwardh schmidt@utoledo.edu

sales.utoledo.edu

<table>
<thead>
<tr>
<th>Program Type(s): UCo UmN</th>
<th>start year: 2010</th>
<th>students: 28</th>
<th>Dr. Ronald W. Pimentel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Tech</td>
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<td>Dr. Ronald W. Pimentel</td>
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<tr>
<td><a href="http://www.vt.edu">www.vt.edu</a></td>
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</tbody>
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Wesley State University

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<td></td>
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SALES EDUCATORS’ ACADEMY

SALES education is becoming increasingly important for today’s college graduates. To address this change in the university landscape Left Bonney, Ph.D., of Florida State University, Greg Marshall, Ph.D., and Mark Johnson, Ph.D., of Rollins College created the Sales Educators’ Academy. The 3rd Annual Sales Educators’ Academy, scheduled for June 4–6, will again be held at Rollins College, Orlando, Florida.

“This WAS ONE OF THE MOST ENGAGING, HELPFUL, KNOWLEDGE SHARING PROGRAMS I HAVE ATTENDED IN MY 22 YEARS IN ACADEMICS.”
—Daniel Butler, Ph.D.

According to a study by Chally Group Worldwide, 82% of all marketing majors and 66% of all college business students are headed for a sales-related job. While at a host of conferences provide resources to sales faculty to conduct and present sales research, until now no such program existed for the purpose of exchanging best practices in teaching sales.

Specifically, the Sales Educators’ Academy is targeted for:

- Experienced sales educators seeking to re-tool their course curriculum
- Clinical faculty who may have valuable sales experience but who would like to learn more about how to leverage this experience in the classroom
- Faculty new to sales teaching
- Faculty who are considering starting or who have recently started a sales center at their university
- Adjunct faculty who teach sales on a part-time basis

For more information or to register for the event, visit saleseducatorsacademy.com or contact Dr. Left Bonney, lbonney@fsu.edu