

Business Development & Sales Specialty*

Courses	Entry Level Jobs								
	Territory Sales	Commercial/Retail Sales	Retail Manager	Retail Buyer	Service Team Leader	New Business & Development	Account Executive	Account Executive (Sports)	
	Skill Building Courses								
	Pick 2								
	410 Personal Selling	X	X	X	X	X	X	X	X
	426 Business Marketing	X			X		X	X	
	428 Advanced Sales Management	X	X	X		X		X	X
	440 Services Marketing		X	X		X	X		X
	Industry-Relevant Courses								
	Pick 1								
422 Advertising & Promo	Pick 1 course based on industry of interest								
442 Sustainable Behavior									
443 Sports Marketing									
445 Global Marketing									
473 Digital Marketing									

*Students may also choose the General Marketing track (no specialty)