

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									
	327 Retailing		X	X	X	X				
	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)