Like Marketing, Professional, Business Sales students develop the ability to:

- Analyze data and information
- Communicate
- Critically think
- Problem solve
- Sell products, services, & themselves

AND they:

- Develop professional sales techniques
- Develop marketing plans
- Develop & interpret marketing research
- Potentially engage in an international experience
- Engage in experiential learning activities

Recipient of a University-system wide Departmental Teaching Award and was awarded UNK’s Departmental Teaching Award three consecutive years.

CONTACT US
1917 W. 24th St., WSTC 400C
Kearney, Nebraska 68849
Phone: 308.865.8468 or 1.800.KEARNEY
http://unkcms.unk.edu/academics/marketing/about_marketing-page.php

Professional Business Sales

With a degree in Business/Marketing, your domestic or international marketing sales career may lead to a position in sales management and ultimately to CEO. The strong core of business and marketing courses gives you the solid foundation needed for career development, earning you respect and the potential of a six figure income.

- The Marketing Sales Program is identified as one of the top sales programs in the United States by the Sales Education Foundation.
- Your lead sales faculty has been trained by the Sales Education Foundation and The Covey Institute.
- Your faculty is certified in Sales Career Development
- Sales training in this program applies to any industry

Choose from the following in your Marketing emphasis:


"The Best Business Schools In The World"
Accredited by AACSB International

Student Profile

Marcus Blunck, Pierce, NE native, chose a Marketing-sales path because of his passion for pursuing a sales career and a desire to have a solid business background. Marcus’ goal is to work for a Fortune 500 company where he will have the opportunity to become an area sales manager or VP of Sales. At some point, he can see himself moving back to rural Nebraska and owning his own business. Blunck completed an internship with Enterprise Rent-a-Car, nationally known for their management training program, worked at Cabela’s to gain customer service experience, and as a cart attendant at a golf course to enhance his management skills. Blunck said, “Both Cabela’s and Enterprise provided me a great opportunity to gain knowledge in customer service and sales. The best part about my internship at Enterprise was that I was able to take the knowledge I had learned from my classes and actually apply them in a real world setting. I have learned a great deal about customer service, sales, and management. My work experience has made me stand out among many other students getting ready to graduate. UNK provides so many opportunities to help you develop into a young professional. The staff at UNK cares deeply about your success, and they provide you with the tools necessary to help you reach your academic and career goals.”

Jobs’ Forecast

- Sales people in the U.S. outnumber the entire federal government workforce five to one.
- Two million new sales jobs are projected by 2020.
- Professional sales is one of the most common job types for students graduating with a degree in business.
- Marketing majors accepting sales jobs—88%
- All business majors accepting sales jobs—60%
Business Administration Comprehensive
Marketing Emphasis-Business Sales, Bachelor of Science
Four Year Class Schedule

The schedule is a guideline for progress toward a degree. Consult with your academic adviser.

Semester 1 (16 credits)
- ENG 101 Intro to Academic Writing
- MATH 102 College Algebra
- GS Social Sciences (non-Economics)
- General Studies Aesthetics
- BSAD 100 Exploring Business
- General Studies Portal 188 course

Semester 2 (16 credits)
- ENG 102 Acad. Writing & Research
- MATH 123 Applied Calculus
- GS Oral Communication
- GS Natural Sciences with lab
- GS Democracy in Perspective

Semester 3 (15 credits)
- ACCT 250 Principles of Accounting I
- ECON 270 Macroeconomics
- MGT 233 Business Stats
- General Studies Humanities
- MKT 300 Principles of Marketing

Semester 4 (15 credits)
- ACCT 251 Principles of Accounting II
- ECON 271 Microeconomics
- General Studies Humanities
- BSED 295 Business Communications
- GS Natural Sciences without lab

Semester 5 (15 credits)
- MIS 302 Principles of MIS
- MGT 301 Principles of Management
- MKT 438 Consumer Behavior
- FIN 308 Principles of Finance
- General Studies Capstone (Rec. MKT 388)

Semester 6 (15 credits)
- MKT 430 International Marketing
- ACCT 311 Business Law
- MGT 493 Issues and Ethics
- Marketing elective
- Unrestricted elective

Semester 7 (15 credits)
- MKT 435 Marketing Research
- Marketing elective
- ECON 300-498 (Not ECON 388)
- MGT 314 Ops/Supply Management
- Unrestricted elective

Semester 8 (13 credits)
- MKT 456 Marketing Management
- MKT 495 Strategy and Policy
- Marketing elective
- Unrestricted elective
- BSAD 400 Professional Readiness

UNK Advantages

Highly qualified faculty are active teachers and scholars dedicated to providing students with:
- One-on-one attention
- Academic and career advising
- Educational and research opportunities
- Research, presentation, and collaboration skills

Alumna Profile
Abby Rosenbaum

Abby Rosenbaum, Business Administration/Marketing alumnae from Sidney, NE, earned her Real Estate license her junior year at UNK and became a full-time realtor at Home Real Estate of Kearney upon graduation.

Abby said, “UNK not only challenged me academically, but socially. I was heavily involved with Loper Programming and Activities Council while maintaining my studies and working at a real estate firm. I gained real world experiences by creating and presenting marketing plans to companies in Kearney. The support from my professors and experiential learning in and out of the classroom made my education at UNK truly unique. UNK provided opportunities for me to hone my networking and time management skills, skills I use every day.

I am a small town girl who now has a Bachelor of Science degree from a well-respected University, a well-rounded resume, and can boast of studying abroad in the Czech Republic.”

For more information, contact:
Greg Broekemier
Chair—Professor of Marketing
West Center, 413C
(308) 865-8468
broekemierg@unk.edu