Marketing (Professional Sales), BS

Program Description

The W. P. Carey BS program in marketing with a concentration in professional sales is designed for undergraduate marketing students who are interested in pursuing the many opportunities in professional sales.

The curriculum includes courses in professional sales as well as sales management and consumer behavior, and an internship in sales is required.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** Tempe campus
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

Required Courses (Major Map)

2022 - 2023 Major Map
Major Map (Archives)

Concurrent Program Options
Students pursuing concurrent degrees (also known as a “double major”) earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

**Accelerated Program Options**

This program allows students to obtain both a bachelor’s and master’s degree in as little as five years. It is offered as an accelerated bachelor's and master's degree with:

- Global Management (Creative Industries and Design Thinking), MGM
- Global Management (Data Science), MGM
- Global Management (Digital Audience Strategy), MGM
- Global Management (Global Affairs), MGM
- Global Management (Global Business), MGM
- Global Management (Global Development and Innovation), MGM
- Global Management (Global Digital Transformation), MGM
- Global Management (Global Entrepreneurship), MGM
- Global Management (Global Health Care Delivery), MGM
- Global Management (Global Legal Studies), MGM
- Global Management (Integrated Health Care), MGM
- Global Management (Nonprofit Leadership and Management), MGM
- Global Management (Public Administration), MGM
- Global Management (Public Policy), MGM
- Global Management (Sustainability Solutions), MGM
- Global Management (Sustainable Tourism), MGM
- Global Management, MGM

Acceptance to the graduate program requires a separate application. During their junior year, eligible students are advised by their academic departments to apply.

**Admission Requirements**

**General University Admission Requirements:**
All students are required to meet general university admission requirements.

- [Freshman](#) | [Transfer](#) | [International](#) | [Readmission](#)

**Additional Requirements:**
Freshmen admission requirements: 1230 SAT Reasoning OR 25 ACT score, OR graduated in the top 8% of high school class, OR an overall high school GPA of 3.40 in ASU competency courses (scale is 4.00 = "A").

Freshmen should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey business BA programs or any other degree program outside of the W. P. Carey School of Business. Students who are not admissible to a W. P. Carey business BS major and who did not select a second major or are not admissible to their second major choice are placed in a business BA program in the W. P. Carey School of Business.

Readmission requirements: Students must meet freshman admission requirements by way of high school GPA, test score or class rank and must have a transfer GPA of 3.00 (if applicable) and a cumulative ASU GPA of 3.00.

**Transfer Admission Requirements:**

Transfer admission requirements (30 or more semester hours of credit after high school): transfer GPA of 3.00 and one of the following: 1160 (prior to March 2016) or 1230 SAT Reasoning (after March 2016) OR 25 ACT score OR the student must have graduated in the top 8% of their high school class OR an overall high school GPA of 3.40 in ASU competency courses (scale is 4.00 = "A").

Transfer students should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey business BA programs or any other business or other degree program outside of the W. P. Carey School of Business.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are placed in the exploratory social and behavioral sciences program in University College.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are prompted in My ASU to select a new major.

**Change of Major Requirements**

Students should refer to the following W. P. Carey website to determine if they meet change of major requirements: [https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors](https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors).

Students ready to change their major should submit their request through W. P. Carey's Advising SOS: [https://apps.wpcarey.asu.edu/apps/advising/index.cfm](https://apps.wpcarey.asu.edu/apps/advising/index.cfm).

Students should refer to [https://changemajor.apps.asu.edu](https://changemajor.apps.asu.edu) for information about how to change a major to this program.
Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU™ to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/MyPath2ASU.

Global Opportunities

Global Experience
Understanding how cultural norms and values impact the marketing of goods and services in an international context is vital for a marketing career. Through study abroad, students gain skills employers seek, including communication and interpersonal skills and global perspectives on business applications worldwide. Students can choose from many options like faculty-directed programs in the summer or full semesters in locations throughout the world, including Italy, Australia and South Korea.

The W. P. Carey School of Business recommends the following study abroad programs for students majoring in marketing with a concentration in professional sales: https://goglobal.asu.edu/students/major/wp-carey/marketing.

Career Opportunities

The number of employers interested in hiring professionals for sales roles far exceeds the number of students who are pursuing career opportunities in sales.

Graduates are prepared for careers in account management across a variety of industries in the business-to-business and consumer products domains.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertising Sales Representative</strong></td>
<td></td>
<td>$54,940</td>
</tr>
<tr>
<td><strong>Inside Sales Representative</strong> ✔</td>
<td>4.1%</td>
<td>$86,650</td>
</tr>
<tr>
<td><strong>Market Research Analyst</strong> ✦</td>
<td>17.7%</td>
<td>$65,810</td>
</tr>
</tbody>
</table>
| **Marketing Associate**              |         | $133,460
<table>
<thead>
<tr>
<th>Position</th>
<th>Growth Rate</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Manager</td>
<td>6.7%</td>
<td>$142,170</td>
</tr>
<tr>
<td>Merchandiser</td>
<td></td>
<td>not available</td>
</tr>
<tr>
<td>Sales Associate</td>
<td>1.9%</td>
<td>$30,550</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>3.5%</td>
<td>$132,290</td>
</tr>
<tr>
<td>Store Manager</td>
<td></td>
<td>$41,580</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

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**Contact Information**

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