

College of Business Updates

Marketing

Bachelor of Business Administration in Consultative Sales

ABOUT THIS PROGRAM

The Bachelor of Business Administration in Consultative Sales prepares students for a career in professional selling and sales management. Students will gain specialized skills concerning how to make a persuasive, informative, and ethical sales presentations; how to manage and lead a team of sales professionals; and the impact of technology on professional selling, key account, and sales management activities. These foundational skills are applicable in any industry that employs business-to-business sales professionals.

COMPETENCIES

1. Upon completion, Consultative Sales majors will demonstrate the ability to engage in sales conversations with professional buyers.
2. Upon completion, Consultative Sales majors will demonstrate the ability to create an informative, objective, ethical sales presentation.
3. Upon completion, Consultative Sales majors will demonstrate the ability to create a written sales proposal for a prospective client.
4. Upon completion, Consultative Sales majors will understand the importance of and the role of sales force in achieving an organization's strategic plan.
5. Upon completion, Consultative Sales majors will demonstrate competency in applying technology and analytic tools to improve sales effectiveness.

ADMISSIONS CRITERIA

To declare a sales major, students must meet the following criteria:

- Complete 12 hours of business work at UTA.
- Have an overall grade point average of 2.25 at UT Arlington.
- Have a business grade point average of 2.25 at UT Arlington.
- Complete the COB math requirement (MATH 1315: College Algebra for Business and Economics Analysis and MATH 1316: Mathematics for Business and Economics Analysis, or equivalent courses as transfer credits).

CURRICULUM

Foundations

General Core Requirements (<https://catalog.uta.edu/academicregulations/degree requirements/generalcore requirements/>)

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Students must complete specific courses in certain core areas.

For Communication select:

ENGL 1301 & ENGL 1302	RHETORIC AND COMPOSITION I and RHETORIC AND COMPOSITION II
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For Mathematics select:

MATH 1315	COLLEGE ALGEBRA FOR ECONOMICS & BUSINESS ANALYSIS
MATH 1316	MATHEMATICS FOR ECONOMICS AND BUSINESS ANALYSIS

For Social & Behavioral Sciences select:

ECON 2305	PRINCIPLES OF MACROECONOMICS
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For US History select:

HIST 1301	HISTORY OF THE UNITED STATES TO 1865
HIST 1302	HISTORY OF THE UNITED STATES, 1865 TO PRESENT

For Foundational Component Area select:

ECON 2306	PRINCIPLES OF MICROECONOMICS
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Business Core

UNIV 1131	STUDENT SUCCESS (freshmen only)	1
Select any elective sufficient to bring total hours to 120		2
MANA 1301	BUSINESS IN A GLOBAL ENVIRONMENT	3
ACCT 2301	PRINCIPLES OF ACCOUNTING I	3
ACCT 2302	PRINCIPLES OF ACCOUNTING II	3

BSTAT 2305	INTRODUCTORY STATISTICS FOR BUSINESS ANALYTICS	3
INSY 2303	INTRODUCTION TO M.I.S. AND DATA PROCESSING	3
BCOM 3360	EFFECTIVE BUSINESS COMMUNICATION	3
BLAW 3310	LEGAL AND ETHICAL ENVIRONMENT OF BUSINESS	3
BSTAT 3321	INTERMEDIATE STATISTICS FOR BUSINESS ANALYTICS	3
FINA 3313	BUSINESS FINANCE	3
MANA 3318	MANAGING ORGANIZATIONAL BEHAVIOR	3
MANA 4322	STRATEGIC MANAGEMENT	3
MARK 3321	PRINCIPLES OF MARKETING	3
OPMA 3306	OPERATIONS MANAGEMENT	3
Specialization in Consultative Sales		
SALES 3322	CONSULTATIVE SELLING	3
SALES 3333	SALES TECHNOLOGY AND ANALYTICS (Sales Technology and Analytics)	3
MARK 4308	MANAGEMENT AND LEADERSHIP OF THE SALES FORCE	3
SALES 4309	ADVANCED CONSULTATIVE SELLING (Advanced Consultative Selling)	3
Select one of the following:		3
SALES 4391	STUDIES IN CONSULTATIVE SELLING (Studies in Consultative Sales)	
BCOM 4380	ADVANCED COMMUNICATIONS FOR BUSINESS	
MARK 3370	SOCIAL MEDIA MARKETING	
MARK 4310	DIGITAL MARKETING	
Select any 3000/4000 level Accounting course.		3
Select any 3000/4000 level Economics course.		3
Select any 3000/4000 level Business course.		3
Select any four 3000/4000 level Business courses excluding courses in Sales.		12

Total Hours	120
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SUGGESTED COURSE SEQUENCE

First Year			
First Semester	Hours	Second Semester	Hours
ENGL 1301		3 ENGL 1302	3
MATH 1315		3 MATH 1316	3
HIST 1301		3 HIST 1302	3
ECON 2305		3 ECON 2306	3
MANA 1301		3 Creative Arts	3
UNIV 1131 or 1101		1	
		16	15
Second Year			
First Semester	Hours	Second Semester	Hours
ACCT 2301		3 ACCT 2302	3
Life & Physical Sciences		3-4 Life & Physical Sciences	3-4
INSY 2303		3 BSTAT 2305	3
Government/Political Science		3 Government/Political Science	3
Language, Philosophy & Culture		3 Business/Non-Business Elective	2
		15-16	14-15
Third Year			
First Semester	Hours	Second Semester	Hours
BLAW 3310		3 BCOM 3360	3
FINA 3313		3 BSTAT 3321	3
MANA 3318		3 MARK 3322	3
MARK 3321		3 Advanced ACCT Elective	3
Advanced Business Elective		3 Advanced Business Elective	3
		15	15
Fourth Year			
First Semester	Hours	Second Semester	Hours
SALES 3333		3 MANA 4322	3
OPMA 3306		3 SALES 4309	3

MARK 4308	3 Advanced Business Elective	3
Advanced SALES Elective	3 Advanced Business Elective	3
Advanced ECON Elective	3 Advanced SALES or Business Elective	3
		15
		15

Total Hours: 120-122

PROGRAM COMPLETION

BBA in Consultative Sales majors must earn a C or better in all required core and prescribed elective courses.

In addition to meeting the credit hour and course requirements for a specific College of Business

Degree program, students must meet the following requirements:

- Be declared a Business major.
- Maintain a minimum overall grade point average of 2.25.
- Maintain a minimum grade point average of 2.25 in all coursework completed in the College of Business.
- Maintain a minimum grade point average of 2.25 for courses completed within the major/concentration area for those majors having a concentration.
- Complete at least 50% of the coursework within the UTA College of Business.
- Complete at least 24 of the last 30 semester hours of advanced (3000/4000 level) coursework within the UTA College of Business, including a minimum of 12 hours of advanced courses in their major/concentration subject area beyond business core requirements; and
- Earn a grade of "C" or better in all major/concentration courses required for the degree.

ADVISING RESOURCES

Freshmen students will meet with advisors in the University Advising Center for at least one semester before transitioning to the College of Business.

Location:

College of Business, Suite 107

Email:

ugadvise@uta.edu

Phone:

817-272-3368

Web:

College of Business Undergraduate Advising (<https://www.uta.edu/academics/schools-colleges/business/undergraduate-advising/>)