



Program Information

College:	Coles College of Business
Department:	Marketing & Professional Sales
Program:	Professional Sales, BBA

Program Student Learning Outcomes

Upon completion of this degree from KSU, students will be able to:

- Identify elements of professional image, attitude, and business ethics as well as understand the major tenets of marketing through the Four Ps.
- Apply critical factors to a successful sales career; targeting the right clients; managing complex business relationships and key accounts; and properly understanding territories and business cycles.
- Exercise the processes in the planning, organizing, staffing, directing and controlling of the sales force in developing an effective marketing organization.
- Apply sales technology tools and sales analytics to sales and sales management processes to improve salesperson and sales manager performance.
- Learn software applications, including those for CRM, Web Conferencing, Form Builders, Collaboration and Communication, Gamification, Presentation, and Analysis, and apply sales analytics, including how to use spreadsheets to generate key performance indicators and other analyses to improve salesperson performance.
- Identify current business trends and how they impact the professional salesperson.
- Apply negotiating skills and customer relationship management (CRM), as well as general sales related topics including sales automation and time/territory management, and have direct input from professional salespeople while preparing and delivering effective informational and persuasive sales presentations.