



Bachelor of Business Administration, B.B.A.

(Marketing Concentration-Emphasis in Professional Sales)

2021-2022

WEBSITE

www.swau.edu/business

DEPARTMENT PERSONNEL

*AdventHealth Endowed Chair of
Business Administration*

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The Bachelor of Business Administrations degree (BBA) with a concentration in Marketing, emphasis in Professional Sales, is one of many BBA's offered by the Southwestern Adventist University's Department of Business. The goal of the Business Department is to prepare the student for a career in business, guiding them in obtaining the abilities needed to succeed in their chosen area. The student will develop competencies in integrity, research and critical thinking, communications, leadership, & professional skills through classroom instruction and activities, projects, case studies, interaction with professionals from the community, and other methods.

Job Market

Marketing majors with an emphasis in Professional Sales will find jobs such as sales, advertising sales agents, retail sales, wholesale and manufacturing sales reps, insurance sales agents, securities, commodities and financial service sales agents, marketing consultants, and marketing managers.

Job Outlook

Individuals with a Marketing degree, emphasis in Professional Sales, remains stable. According to the U.S. Bureau of Labor Statistics, between the years 2019 and 2029, the need for insurance sales agents will increase greatly; it is expected that an additional 27,500 jobs will be added (5% increase). There is expected to be an increase of 17,400 (4%) jobs for financial services sales agents, and 26,000 jobs for whoelsale and manufacturing sales reps.

Earnings

Earnings potential for graduates with a Marketing degree, emphasis in Professional Sales, vary widely depending on many factors including the geographic location, the industry you choose, position, skills and experience. According to the U.S. Bureau of Labor Statistics, the median annual income for wholesale manufacturing sales representatives is \$62,000 while advertising sales agents earn a median annual salary of \$53,130. The median annual salary for securities, commodities, and financial service sales agents is \$63,270 annually while insurance sales agents earn a median annual salary of \$50,940.

Educational Qualifications

A bachelor's degree qualifies an individual for most entry-level positions. However, a graduate degree will significantly increase the potential of obtaining many positions as well as earning potential.

General Education Requirements

To view general education requirements for this major please visit:
<https://catalog.swau.edu/core-curriculum-for-a-bachelors-degree>.



BUSINESS CORE

ACCT 211	Accounting Principles I.....	3
ACCT 212	Accounting Principles II.....	3
BUAD 202	Introduction to Contemporary Business.....	3
BUAD 211	Profiles of Entrepreneurship.....	3
BUAD 270	Management Information Systems.....	3
BUAD 301	Principles of Management.....	3
BUAD 311	Business Law.....	3
BUAD 460	Ethics & Business Social Responsibility.....	3
BUAD 466	Production and Operations Management <i>or</i>	
ECON 401	Managerial Economics.....	3
BUAD 472	Business Policies and Strategies.....	3
ECON 211	Macroeconomics.....	3
ECON 212	Microeconomics.....	3
FNCE 321	Business Finance.....	3
IBUS 319	International Business.....	3
MKTG 343	Principles of Marketing.....	3

TOTAL: 45

MARKETING CONCENTRATION, EMPHASIS IN PROFESSIONAL SALES

MKTG 271	Relationship-Driven Professional Selling.....	3
MKTG 272	Negotiation in Business and Sales.....	3
MKTG 350	Consumer Behavior.....	3
MKTG 351	Advertising.....	3
MKTG 370	Sales Leadership.....	3
MKTG 371	Advanced Relationship-Driven Professional Selling.....	3
MKTG 443	Marketing Research.....	3

TOTAL: 21

REQUIRED COGNATE

COMM 111*	Speech.....	3
CSIS 106	Comprehensive Spreadsheets.....	3
MATH 141	Introduction to Probability and Statistics.....	3

TOTAL: 9

* *BUAD 317 or COMM 113 may be taken as an alternative to COMM*

SAMPLE FOUR-YEAR SCHEDULE

	FIRST SEMESTER	SECOND SEMESTER
<i>First Year</i>	ENGL 121—Freshman Composition.....3 Religion Option.....3 UNIV 111—Wellness for Life.....2 BUAD 202—Introduction to Contemporary Business.....3 Life Science Option.....4 TOTAL.....15	History/Social Science Option.....3 CSIS 106—Comprehensive Spreadsheets.....3 Religion Option.....3 Fine Arts Option.....3 Physical Science Option.....4 TOTAL.....16
<i>Second Year</i>	ACCT 211—Accounting Principles I.....3 BUAD 270—Management Information Systems.....3 ECON 211—Macroeconomics.....3 ENGL 220—Research Writing.....3 MATH 141—Introduction to Probability and Statistics.....3 KINA Activity Option.....1 TOTAL.....16	ACCT 212—Accounting Principles II.....3 BUAD 211—Profiles of Entrepreneurship.....3 COMM 111—Speech.....3 ECON 212—Microeconomics.....3 History/Social Science Option.....3 TOTAL.....15
<i>Third Year</i>	BUAD 301—Principles of Management.....3 FNCE 321—Business Finance.....3 MKTG 271—Relationship-Driven Professional Selling.....3 MKTG 343—Principles of Marketing.....3 Literature Option.....3 KINA Activity Option.....1 TOTAL.....16	BUAD 311—Business Law.....3 MKTG 350—Consumer Behavior.....3 MKTG 351—Advertising.....3 Religion Option.....3 MKTG 272—Negotiation in Business and Sales.....3 TOTAL.....15
<i>Fourth Year</i>	MKTG 370—Sales Leadership.....3 IBUS 319—International Business.....3 BUAD 460—Ethics & Business Social Responsibility.....3 BUAD 466—Production & Operations <i>or</i> ECON 401—Managerial Economics.....3 Religion Option (upper division).....3 TOTAL.....15	BUAD 472—Business Policies and Strategies (Capstone).....3 MKTG 371—Advanced Relationship-Driven Professional Sales.....3 MKTG 443—Marketing Research.....3 Elective.....3 Business Electives (upper division).....3 TOTAL.....15