

SALES MANAGEMENT

University of Northern Iowa David W. Wilson College of Business

<https://business.uni.edu/marketing-entrepreneurship/majors-minors-programs/sales-management-major>

About The Major

UNI's Marketing degree in Sales Management prepares you for a career in business-to-business sales and marketing. It is focused on building fundamental marketing knowledge while also developing key soft skills. These skills include listening, storytelling, problem-solving, customer service, and collaboration, to name a few. Armed with knowledge and skills, you will be poised for career success.

Sample Course Work

Consumer Behavior
Marketing Research
Marketing Strategy
Personal Selling
Business Marketing
Services Marketing

Possible Careers *Some titles may require further education

Sales Manager	Customer Service Manager	Distribution Manager
Marketing Manager	Product Manager	Sales Project Analyst
Account Manager	Business Development	Operations Management
Sales Representative	Customer Manager	Business Agent

UNI Graduates: Where Are They Now?

- Aerotek
- Coca-Cola Bottling Company
- Cargill
- Cerner Corporation
- Citrix
- Cottingham & Butler
- Enterprise
- John Deere
- Meredith Corporation
- Mudd Advertising
- Northwestern Mutual
- Pella Corporation
- Principal Financial Group
- Target Store
- TrueNorth Companies L.C.
- US Bank
- Wells Fargo

Skills Needed

- Active listening
- Leadership
- Effective Communication
- Sales planning
- Time Management
- Training and Coaching
- Rational Problem-solving
- Analytic skills