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