

Professional Selling Pathway

Pathway Overview

According to Manning, Ahearne, and Reece (2012), selling is defined as a process of developing strong relationships through discovering customer needs and finding a solution for those needs with the appropriate products/services.

The Professional Selling Professional Pathway is a focused series of courses coupled with extra-curricular enrichment activities related to marketing, selling, and buyer behavior that is intended to give interested students a higher level of preparation for entering the Professional Sales field upon graduation. Among the careers that this program can help you attain are several for which the United States Bureau of Labor Statistics indicate they expect moderate to substantial growth in this decade¹. Representative data is at Table 1.

Table 1. Data from United States Bureau of Labor Statistics

	2010 Average Pay	Jobs 2010	Estimate Jobs in 2020	Job Growth 10-20	%Growth 10-20
Services	\$50,620	561,300	666,600	105,300	18.8%
WM NonTechSci	\$52,440	1,430,000	1,653,400	223,400	15.6%
WM TechSci	\$73,710	400,000	465,500	65,500	16.4%
Related Other	\$34,380	178,900	207,600	28,700	16.0%
Sales Manager	\$98,530	342,100	382,300	40,100	11.7%

This professional specialty provides students the opportunity to understand modern selling practices, how to develop strong customer relationships, and ultimately create mutually beneficial exchange between buyer and seller.

Professional Selling Pathway Intended Outcomes

Graduates will be able to gain knowledge and skills in professional selling, negotiation, purchasing, buyer behavior, and other important aspects of professional selling.

Professional Selling Pathway participants will be strongly encouraged to take part in an industry internship. This is supervised work experience in a position related to the sales career objective.

Graduates will be able to prepare for positions in the sales such as retail and wholesale selling, relationship development, negotiating terms, usage of Customer Relationship Management (CRM) Systems, communicating with C-Suite Officers, networking, and other relevant concepts.

Once the pathway is up and running, graduates can become certified as a Certified Sales Professional through the University Sales Center Alliance and/or in SPIN Selling through Huthwaite.

Coursework

¹ <http://www.bls.gov/ooh/about/projections-overview.htm> accessed September 22, 2012

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The Professional Selling Pathway consists of 24 credit hours (eight courses) from among the student’s Business and General Electives. These courses focus on the sales and marketing field and related disciplines. Four of the courses are required of all Selling Professional Pathway scholars; the remaining four courses are chosen from a variety of electives related to the student’s intended professional objective. Pathway courses are summarized in Table 2.

Table 2. Professional Selling Professional Pathway Coursework

Course	Title	Type
BADM 406	BADM 406 - Professional Selling	Required
BADM 414	BADM 414 - Consumer Behavior	Required
BADM 415	BADM 415 - Relationship Marketing	Required
BADM 408	BADM 408 - Advanced Professional Selling	Required
Directed Electives (four) ²	BADM 324 - Purchasing and Materials Management BADM 413 - International Marketing BADM 425 - Small Business Management/Entrepreneurship BADM 429 - Supply Chain Management BADM 430 - Negotiations BADM 450 – Internship Other business or general electives chosen in consultation with the student’s pathway advisor	Elective

Professional Selling Pathway Advisement

Students in the Professional Selling Pathway will be assigned an advisor from among the faculty in that discipline and a professional mentor with experience in the field that the student wishes to pursue. Students will be matched with academic advisors and career professionals who can advise them on academic and practical matters relative to pursuing their desired career path.

Experiential Components

The Professional Selling Pathway also includes of a number of experiential components:

- a. Mentor – Students will be assigned a mentor from an interest group that most closely matches the overall pathway the student chooses to follow.

² Two electives are chosen from a list of approved electives such as Negotiations, International Marketing, Sales Internship, and Purchasing & Procurement. In consultation with the faculty pathway advisor, other courses may be selected from any discipline that will strengthen your skill set for this professional pathway.

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- b. Citadel Chapter of Pi Sigma Epsilon (PSE) – students in the Professional Selling Pathway will have access to and be encouraged to participate in the Citadel’s student chapter of PSE.
- c. Professional Selling Pathway students will be strongly encouraged to take part in an internship, by which exposure to and experience in the pathway career fields can be obtained.
- d. Professional Selling Pathway students will be eligible to compete to become Career Pathway scholars in the Supply Chain area.
 - i. Pathway scholars will, in addition to the other benefits of being a pathway student, be granted professional development funding (currently \$1,000 per year up to a maximum of \$3,000 total) to be used to support enrichment activities as pathway scholars.
 - ii. The pathway scholar funds are limited, and will be awarded through a competitive application process.
 - iii. The application of these funds will be made pursuant to the approval of the student’s pathway advisor, and if not spent on approved expenditures by the end of the student’s senior year will revert to the pathway scholar’s fund pool to be allocated to subsequent scholars.
 - iv. Examples of pathway scholar funds expenditures
 - 1. Attendance at sales related professional conferences.
 - 2. Support for summer study/internships (e.g. living expenses to support a summer internship in New York)
 - 3. Purchase of technology supporting sales careers.
 - 4. Professional certification related costs.