Sales & Business Marketing

The sales and business marketing (SBM) major has an intense sales-focused curriculum and prepares graduates to start their careers in professional sales and business marketing. Specific sales and marketing courses teach students the fundamentals of selling as well as more advanced selling techniques and theories. In addition, courses focus on how to manage a sales force, how organizations and buyers purchase products and services, and how to develop effective business-to-business marketing strategies and sales approaches. The sales and business marketing major is considered one of the best sales programs in the country, recently being named a "Top University Sales Program" by the Sales Education Foundation. Through the use of the Harold Zeigler Interactive Sales Lab, students perform role-playing and negotiation exercises in realistic sales situations and are able to review their performance via video and streaming technologies.

Do Research

Selecting a major that aligns with your interests, personality, skills, and abilities is an important part of your career development. The websites below will help you learn more about SBM.

SBM Websites
WMU Marketing Department: www.wmich.edu/business/mktg
American Marketing Association: www.marketingpower.com
Marketing Jobs: www.marketingjobs.com
Sales Talent: www.salestalentinc.com
SalesJobs.com: www.salesjobs.com/job-listings

General Websites
Business iWebfolio: www.wmich.edu/business/career_resources
O-NET Dictionary of Occupational Titles: online.onetcenter.org
Occupational Outlook Handbook: www.bls.gov/oco
CareerTV: www.careertv.com

Get Involved

Becoming involved in a professional organization is an essential part of your career development. The websites below are for professional student organizations and national professional organizations related to the SBM major.

WMU Sales and Business Marketing Association: www.wmusbma.org
WMU Delta Sigma Pi: www.dspwmu.com
National Association of Sales Professionals: www.nasp.com
Business Marketing Association: www.marketing.org

Explore Opportunities

Exploring companies that hire SBM majors is a great way to get a sense of the field. The companies below recruit business students and are a great place to start exploring SBM jobs.

- C.H. Robinson
- Cintas
- Command Transportation
- Coyote Logistics
- Disney College Program
- Eaton
- Eli Lilly
- Enterprise Rent-A-Car
- Hormel Foods
- Kellogg
- MSDOnline
- Nestle
- Pepsi Co.
- Pfizer
- Quicken Loans
- Stryker