

# MAJOR MAP

## Sales and Services Marketing – Bachelor of Science in Business Administration

URL for Undergrad Catalog - [bgsu.edu/catalog.html](http://bgsu.edu/catalog.html)

CLASS OPTIONS	Freshman	Sophomore	Junior	Senior
	Take BA 1500, BIZX 1100, MATH 1260 Business Calculus. Review core and other degree requirements.	Complete Business 1000-2000 level course that are part of the admission core and applied core. Take MKT2010 and prepare for speed interviews.	Take the following courses: Fall: MGMT 3600; FIN3000; MKT3020; MKT 4400; BG perspective; Spring: MGMT 3000; OR 3800; MKT 4050; MKT or FIN elective; free elective; BIZX 3300.	Take the following courses: Fall: ECON 3020 or 3030 or 3040 Or 3510; LEGS 3010; MKT elective; MKT elective; BA 4060; Spring: BIZX 4000; MKT 4150/4500; Choose additional free electives.
GOOD ADVICE	Meet with your freshman advisor in the Office of Undergraduate Student Development in BA 253 for advising, pick up your checksheet and complete digital degree planner. Visit the Management Department and get to know your faculty mentor.	Meet with your advisor in the Office of Undergraduate Student Development in BA 253 for advising. Ensure to meet the college admission requirements.	 Meet with college advisors and faculty mentors.	Stay in touch with college advisors and faculty mentors.
RELEVANT EXPERIENCE	Look into on-campus employment on WorkNet. Volunteer with the United Way. 		Complete at least 120 hours of internship in sales or services-related area. Participate in requests by small businesses to perform business projects. Participate in regional and national sales competition.	Complete at least 120 hours of internships in sales or services-related areas. Participate in requests by small businesses to perform projects such as a promotional plan, marketing research, marketing plan etc. Participate in regional and national sales competitions.
USEFUL CONNECTIONS	Look into participating in the American Marketing Association, Business District Living Community, and Career workshops.		Continue involvement in AMA student chapter; run for chapter officer position.	Be a member of AMA student chapter; run for chapter officer position.
GLOBAL VIEWS	Participate in a study abroad experience if possible. 	Visit the BGSU Career Center at <a href="http://www.bgsu.edu/career-center">www.bgsu.edu/career-center</a> and consider enrolling in the Falcon Internship Guarantee Program. Explore in-demand careers, career pathways, and occupations using <a href="http://www.OhioMeansJobs.com">http://www.OhioMeansJobs.com</a>	Take advantage of study abroad opportunities.	
CAREER PREP	Meet with Business Career Accelerator (BA 264), prepare for resume workshop, complete FIT Certification (resume, cover letter, interviewing basics), and review your career report. Consider registering for the Falcon Internship Guarantee Program through the BGSU Career Center.	Meet with Business Career Accelerator (BA 264), prepare for resume workshop, complete FIT Certification (resume, cover letter, interviewing basics), and review your career report.	 Discuss careers with your faculty mentor and Business Career Accelerator. Participate in spotlight sessions conducted by various companies. Participate in internships such as working in hospitals, insurance firms, and retail organizations.	



### Graduation & Beyond

#### POTENTIAL CAREER CHOICES:

- Sales Manager
- Sales Representative
- Customer Service
- Web Page Designer
- Project Manager
- Research Analyst
- Field Coordinator
- Assistant Buyer
- Merchandise Planner
- Store Manager
- Category Manager
- Product Marketing Specialist
- Brand Manager
- Media Buyer
- Account Executive/Coordinator
- Marketing Director

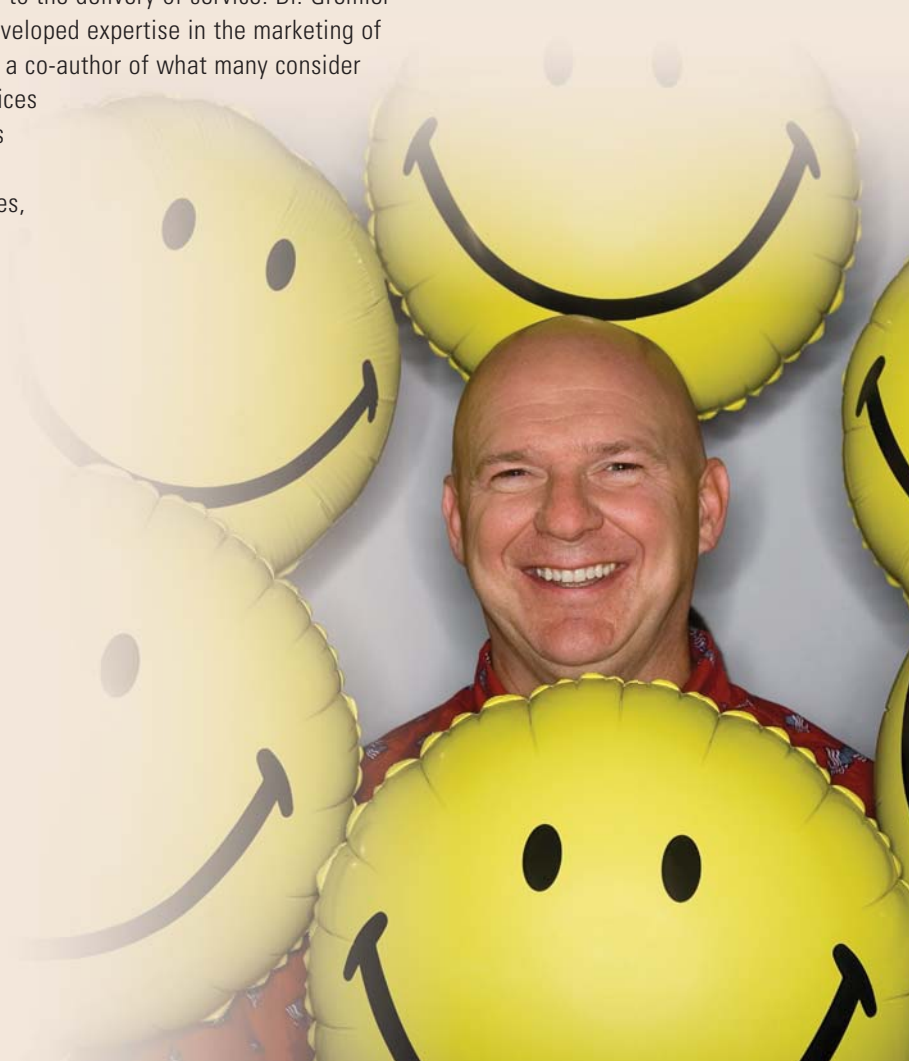
#### Points of Pride

- Excellent AMA student chapter, won Bronze chapter prize internationally in 2014 and 2015
- BGSU Student Sales Team was #1 at the 2010 National Collegiate Sales Competition
- BGSU Student Service Marketing Team placed #1 at the 2014 National Service Marketing Competition
- Excellent and caring faculty and staff
- Hands-on Business Lab
- Alumni Success: Mary Minnick was top marketing executive for Coca Cola and was referred to as Queen of Pop by Business Week; David May serves as President, Chief Technical Officer at S. C. Johnson & Son, Inc.; Joe Gottron serves as SVP, CIO, Pharmaceutical Segment at Cardinal Health; Joe Tedesco serves as President at Stamar Packaging; Jeff Bryden is past President of American Advertising Federation/Cleveland

## FACULTY SUCCESS

**I**nternationally renowned and recognized as an outstanding Marketing Teacher by such organizations as the Academy of Marketing Science and the Marketing Management Association, **Dwayne D. Gremler, Ph.D.** is an expert with marketing issues related to the delivery of service. Dr. Gremler pursued a Ph.D. in Marketing and developed expertise in the marketing of services. Since then, he has become a co-author of what many consider the world's leading textbook on services marketing. The marketing professor's current research is concerned with customer loyalty in service businesses, customer-employee interactions in service delivery, service guarantees, servicescapes, and word-of-mouth communication.

BGSU's chapter of the American Marketing Association is among the top 5% of chapters in the country and the top 16 chapters in the world.



## PROGRAM SUCCESS

Top 5% of Undergraduate Business Programs by *Bloomberg Businessweek*.



Graduates from the college have an average starting salary of \$53,000 with some students earning as much as \$80,000.

Rated Among Top Tier of Business Colleges by *The Princeton Review*.



More than 88% of CBA students have a job when they graduate or have pending interviews.

The CBA networks with more than 1,600 companies to help our students secure full-time jobs and internships.

BGSU'S sales team has ranked in the top five programs in the country since 1999.

BGSU has one of the only undergraduate programs in the country for sales and services marketing.

Ranked in the top undergraduate and graduate business programs by U.S. News and World Report.

