

402 West Gaines St.
Tallahassee, FL 32301

Website: wertheim.fsu.edu/undergrad/

B.S. DEGREE IN MARKETING REQUIREMENTS FOR THE PROFESSIONAL SALES MAJOR

2026-2027

Admission Requirements for the Professional Sales Major:

The Professional Sales major is a limited access program. To be admitted to the major, students must (1) have completed at least 52 semester hours, (2) have completed ACG 2021, ACG 2071, CGS 2100 or CGS 2518, ECO 2013, ECO 2023, MAC 2233, and STA 2023 with a grade of "C-" or better in each course, and (3) have the required overall GPA on all prior college level work that is in effect at the time they enter the major. **The overall GPA required for the 2026-2027 academic year (Fall 2026, Spring 2027, and Summer 2027) is 2.900. The overall GPA required is subject to change each academic year.**

Lower-level Prerequisites for Professional Sales Majors: Students must earn a "C-" or better in each course. All of these courses must be completed prior to admission to the Professional Sales major.

Course #	Course Title	Hrs	Course Prerequisites
ECO 2013	Principles of Macroeconomics	3	None
ECO 2023	Principles of Microeconomics	3	None
MAC 2233	Applied Calculus	3	MAC 1105
STA 2023	Fundamental Business Statistics	3	None
CGS 2100 or CGS 2518	Microcomputer Applications for Business	3	None
ACG 2021	Introduction to Financial Accounting	3	None
ACG 2071	Introduction to Managerial Accounting	3	ACG 2021

CGS 2518 – Spreadsheets for Business (3) is required for students in the Professional Sales Major. A grade of "C-" or better is required.

GEB 1030 – Professional Development for Business Careers (1) is required for all students entering FSU Fall 2019 or later. A grade of "C-" or better is required.

RMI 2302 – Risk in Business and Society (3) is required for students entering FSU Fall 2013 or later. A grade of "C-" or better is required.

General Business Core Requirements for Professional Sales Majors: Students must earn a "C-" or better in each course.

BUL 3310	The Legal and Ethical Environment of Business	3	None
FIN 3403	Business Finance	3	ECO 2023, ACG 2021
GEB 3213	Business Communications	3	None
ISM 3541	Introduction to Business Analytics	3	None
MAN 3240	Organizational Behavior	3	None
MAR 3023	Basic Marketing Concepts	3	None

General Business Breadth Requirements for Professional Sales Majors: Students must earn a "C-" or better in each course.

MAR 3400	Professional Selling	3	MAR 3023 (pre/co-req)
Plus two (2) electives from the following list of course. *The same course may not be used to satisfy part of the General Business Requirements and part of the Marketing Major Area Requirements.			
FIN 3244	Financial Markets, Institutions, and Intl. Finance Systems	3	ECO 2013, ACG 2021
ISM 3003	Foundations of Management Information Systems	3	CGS 2100
* MAN 3600	Multinational Business Operations	3	ECO 2013, ECO 2023
* MAR 3231	Retailing Management	3	None
QMB 3200	Quantitative Methods for Business Decisions	3	CGS 2100, STA 2023
REE 3043	Real Estate	3	None
RMI 3011	Risk Management and Insurance	3	None

Note: For students double majoring in Sales and Risk Management / Insurance, students may replace a sales elective with a Risk Management/Insurance elective.

*** The same course may not be used to satisfy part of the General Business Breadth Requirements and part of the Professional Sales Major Area Requirements.**

**** These courses are offered based on faculty availability.**

***** Students cannot major in more than one marketing major.**

Professional Sales Major Area Requirements: Students must earn a "C-" or better in each course.				
Course #		Course Title	Hrs	Course Prerequisites
MAR	4403	Sales Management	3	MAR 3023, MAR 3400
MAR	4415	Advanced Sales Techniques	3	MAR 3023, MAR 3400
MAR	4941	Professional Sales Internship	3	MAR 3023 and MAR 3400
Plus three (3) electives from the following list:				
IDS	3121	Business Case Analysis and Solution Development	3	MAR 3023
ISM	4113	Management Information Systems Analysis and Design	3	
MAN	3600*	Multinational Business Operations	3	ECO 2013, ECO 2023
MAR	3231*	Retailing Management	3	MAR 3023
MAR	3323**	Promotional Management	3	MAR 3023
MAR	3461**	Principles of Purchasing	3	MAR 3023
MAR	3503	Consumer Behavior	3	MAR 3023
MAR	3711	Sports, Recreation, and Entertainment Marketing	3	MAR 3023
MAR	4156	Multinational Marketing	3	MAR 3023, MAN 3600
MAR	4203**	Logistics & Supply Chain Management	3	MAR 3023, MAN 3504
MAR	4233	Social Media Marketing	3	MAR 3023
MAR	4238	Advanced Strategic Retail Management	3	MAR 3023
MAR	4462**	Seminar in Purchasing & Materials Management	3	MAR 3023, MAR 3461
MAR	4613	Marketing Research	3	MAR 3023
MAR	4614**	Advanced Marketing Research	3	MAR 3023, MAR 4613
MAR	4717	Strategic Sports Marketing	3	MAR 3023, MAR 3711
MAR	4721	Electronic Marketing	3	MAR 3023
MAR	4832	Product Innovation Management	3	MAR 3023
MAR	4841	Services Marketing	3	MAR 3023
MAR	4946	Professional Sales Practicum	3	Permission of Instructor
MAR	4939**	Marketing Seminar (Special Topics)	3	MAR 3023

Additional Information:

- Students completing the Professional Sales major receive a bachelor's degree in Marketing.
- In addition to the requirements outlined above, each student must complete all University-wide requirements for graduation.** These requirements include CoreFSU, summer residency, FSU residency, total hours, and Civic Literacy Requirement. University-wide requirements may differ by admissions term to FSU, please consult your advisor.
- Students **must not** enroll in **any** course at another institution without first receiving approval from the Herbert Wertheim College of Business Undergraduate Programs Office. Once enrolled at FSU, students should plan to take their upper-level business courses at FSU. Any exception to this policy must be approved in advance by the Wertheim College Undergraduate Programs Office. Transfer of upper-level business courses completed prior to enrolling at FSU must be from business colleges at other 4-year, AACSB-accredited institutions. These courses must be approved for course substitution by the Wertheim College Undergraduate Programs Office upon entering FSU.
- Qualified students may apply for the Combined Bachelor of Science in Professional Sales/Master of Business Administration (BS/MBA) Pathway. Students in the Combined BS/MBA Pathway can take up to nine hours of graduate work that may double count for their graduate and undergraduate degree requirements. See a Combined Pathways advisor for more information.
- Please be advised that business courses offered in the summer semester are extremely limited.
- For further information regarding the Professional Sales major, contact Chuck Viosca at cviosca@wertheim.fsu.edu or (850) 644-7875