



UNIVERSITY OF WISCONSIN  
**WHITEWATER**

---

ACADEMIC ASSESSMENT

## MARKETING- PROFESSIONAL SELLING

### MISSION STATEMENT

In support of the College, University, and Department, the Mission of the Professional Selling emphasis is to provide quality professional undergraduate education for those considering a career in sales. The department will meet its mission through the guidance of faculty and staff committed to excellence in teaching, scholarship and service. Students will have opportunities to learn about sales in a diverse environment providing rich experiences both in and outside the classroom.

### STUDENT LEARNING OUTCOMES

Students completing the requirements of the Marketing- Professional Selling emphasis will have:

- A basic understanding of what a sales career is like and the different types of positions within the field.
- Received a grade of C or higher in Principles of Selling, and Advanced and Entrepreneurial Selling.
- An understanding of the selling process through competing in a minimum of two sales competitions.
- Received sales training from a professional salesperson.
- Successfully completed a sales management audit.