

WHAT CAN I DO WITH MY MAJOR?

BSBA: SALES

Sales focuses on understanding consumer behavior, developing persuasive communication skills, and mastering techniques to promote products or services effectively in the marketplace. It prepares individuals to engage directly with customers, manage client relationships, and drive revenue through strategic selling methods

COMMON JOB TITLES * additional education or certification required post graduation

ENTRY & MID LEVEL POSITIONS

Sales Representative
Account Manager/Executive
Business Development Representative
Sales Consultant
Sales Operations Analyst

Sales Coordinator
Territory Sales Manager
Sales Agent
Digital Sales Specialist
Recruiter

AREAS OF EMPLOYMENT: WHERE DO SALES MAJORS TYPICALLY WORK?

Financial Institutions: FNBO, Core Bank, Pinnacle Bank

Insurance Companies: Mutual of Omaha, WoodmenLife, Blue Cross Blue Shield

Healthcare: Baxter International, UnitedHealth Group, Fusion Medical

Retail & E-commerce Companies: Hayneedle, NE Furniture Mart

Advertising & Marketing Agencies: Bozell, Sleight Advertising, Hurrdat

Real Estate Companies: P.J. Morgan, Nebraska Realty, Investors Realty

Energy & Utility Companies: Nebco, Inc., Tenaska, OPPD

Manufacturing Companies: Valmont, Lozier Corporation, Omaha Steel Casings

Consulting Firms: KPMG, HDR, Inc., C&A Industries

Automotive Companies: Baxter Auto group, H&H Chevy, Honda of Omaha

Technology Businesses: Gallup, Quantum Workplace, Sojern

Pharmaceutical Companies: Streck, Seacoast Medical, Johnson & Johnson

Hospitality Agencies: Hilton Omaha, Visit Omaha, Omaha Marriott

Government: NE Dept. of Transportation, NE Dept. Environment & Energy

IMPORTANT QUALITIES:

Transferable Skills Gained:

Active Listening Skills
Communication
Adaptability
Negotiation Skills
Critical Thinking Skills
Interpersonal Skills

Concrete Skills Gained:

Microsoft Applications
Google Suite
Zoom
Slack
Tableau
Social Media: LinkedIn, Instagram, etc

HOW TO DEVELOP YOUR SKILLS :

Join a **UNO CBA Program** or a **CBA Student Organization** to connect with other students & get involved in the field

Attend events at the **UNO College of Business (CBA)** to hear from professionals and participate in discussions

Participate in **CBA Community Outreach** to get involved in the community and make connections outside of school

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MAJOR + MINOR SPECIALIZATION: HOW CAN I SPECIALIZE IN SOMETHING BEFORE I GRADUATE?

Sales + Real Estate & Land Use Economics minor = Sales Agent/Territory Sales Manager * additional education or certification required post graduation

Sales + Psychology minor = Account Manager

Sales + Economics minor = Sales Operations Manager/Analyst

OCCUPATIONAL OUTLOOK:

Sales Managers

Wholesale & Manufacturing Sales Representatives

Training & Development Managers

Sales Agents

EMPLOYMENT OPPORTUNITIES:

Check out daily job postings on **Handshake** related to accounting jobs, internships, and opportunities to boost your student experience

ADDITIONAL EDUCATION:

Graduate School:

Pursuing a Master's degree in Business Administration (MBA) with a related concentration or other advanced degree could provide specialized knowledge and skills needed for your desired career path

More Information:

UNO CBA Graduate Programs

UNO Graduate Programs A-Z

OTHER RESOURCES :

UNO Sales & Sales Management

Career Exploration in CBA Career Services

U.S. Bureau of Labor Statistics: Occupational Outlook Handbook


NEED SOME EXTRA HELP?


Book an appointment with CBA Career Services

Book an appointment with your Advisor

Career Services

 EAB 113

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 careers@unomaha.edu

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