

Sales Management - Bachelor of Science in Commerce

For information, contact the Department of Commerce at Voice of America Learning Center Room 117 , 513-785-7706.

Commerce is the broad system of organizations producing goods and services for their markets to satisfy their stakeholders. The Bachelor of Science in Commerce and Sales Management major draws courses from a variety of disciplines to prepare students to work in sales/sales management as well as other organizations in managerial and staff capacities. Students are allowed only one CMR major. Double CMR majors are not permitted.

Program Requirements

Code	Title	Credit Hours
Commerce Core		
CMR 101	Introduction to Accounting I	3
CMR 105	Introduction to Marketing	3
CMR 108	Introduction to Business Law	3
CMR 111	Introduction to Management I	3
CMR 207	Management Planning and Control	3
CMR 211	Economics for Commerce	3
CMR 244	Introduction to Global Business	3
CMR 282	Computer-Based Business Analysis	3
CMR 302	Financial Information for Managers	3
CMR 495	Strategic Management for Commerce	3
STA 261	Statistics	4
Sales Management Major		
CMR 261	Customer Service & Satisfaction	3
CMR 263	Sales and Promotions	3
CMR 301	Personal Organizational Skills	3
CMR 362	Business to Business Marketing	3
CMR 363	Personal Selling	3
CMR 461	Sales Management	3
Total Credit Hours		52

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