

Commerce is the broad system of organizations producing goods and services for their markets to satisfy their stakeholders.

RECOMMENDED FOUR-YEAR PLAN

First Year

| <i>First Semester • 15-16 Credit Hours</i> | <i>Second Semester • 16 Credit Hours</i> |
|---|---|
| ENG 111 English Composition (3) | CMR 101 Introduction to Accounting (3) |
| CMR 111 Introduction to Management (3) | CMR 108 Introduction to Business Law (3) |
| PA Creative Arts (3) | STA 261 Statistics (4) |
| PA Natural Science (3-4) | PA Humanities (3) |
| ELECTIVE Elective (3) | PA Global Citizenship (3) |

Freshmen are strongly encouraged to take UNV 101 their first semester.

Second Year

| <i>First Semester • 15 Credit Hours</i> | <i>Second Semester • 15-16 Credit Hours</i> |
|--|---|
| CMR 105 Introduction to Marketing (3) | CMR 244 Introduction to Global Business (3) |
| CMR 207 Management Planning & Control (3) | CMR 263 Sales & Promotions (3) |
| CMR 211 Economics for Commerce (3) | CMR 282 Computer-based Business Analysis (3) |
| PA Social Science (3) | PA Natural Science (3-4) |
| ELECTIVE Elective (3) | ELECTIVE Elective (3) |

Third Year

| <i>First Semester • 15 Credit Hours</i> | <i>Second Semester • 15 Credit Hours</i> |
|---|---|
| CMR 261 Customer Service & Satisfaction (3) | CMR 301 Personal Organizational Skills (3) |
| CMR 302 Financial Information for Managers (3) | CMR 363 Personal Selling (3) |
| PA Advanced Writing (3) | PA Global Citizenship (3) |
| PA Social Science (3) | PA Signature Inquiry or Elective (3) |
| ELECTIVE Elective (3) | ELECTIVE Elective (3) |

Fourth Year

| <i>First Semester • 15 Credit Hours</i> | <i>Second Semester • 15 - 18 Credit Hours</i> |
|---|---|
| CMR 362 Business to Business Marketing (3) | CMR 495 Strategic Management for Commerce (3) |
| CMR 461 Sales Management (3) | MP-ExL Experiential Learning (CMR 401 with SL designation recommended) (0-3) |
| PA Global Citizenship (3) | MPT Thematic Sequence (3) |
| ELECTIVE Elective (3) | PA Signature Inquiry or Elective (3) |
| ELECTIVE Elective (3) | ELECTIVE Elective (3) |
| | ELECTIVE Elective (3) |

This planning sheet does not guarantee offer of classes in any given semester; please consult with an Advisor to schedule your classes appropriately. Your degree audit is your official program record.

CAREER OPTIONS

Sales Management prepares students for a variety of marketing and sales management positions, to manage a department or advance in their current organization. Graduates can pursue a variety of careers including but not limited to:

- Management
- Marketing
- Professional Sales & Sales Management
- Graduate degree pursuit in related areas

GRADUATION REQUIREMENTS

Students must earn a minimum of 124 credit hours, achieve an overall GPA of 2.0 in order to qualify for graduation. Students should consult with their DAR and advisor to ensure degree requirements are met.

<http://bulletin.miamioh.edu/liberal-arts-applied-science/commerce-bs/>

<http://bulletin.miamioh.edu/liberal-arts-applied-science/applied-social-research-bs/>

ELECTIVE COURSEWORK

This major has several elective courses. Electives provide an opportunity to explore other disciplines or interest areas. To make the most of your electives consider completing:

- A Minor
- An Internship
- Study Abroad
- A Co-Major or Second Major
- A Service Learning Experience
- A Career Related Experience

CONTACT INFORMATION

Department of Commerce

513-785-7706

commerce@MiamiOH.edu

MiamiOH.edu/Regionals/CMR

Office of Advising

513-727-3440

regadvising@MiamiOH.edu

MiamiOH.edu/Regionals/Advising

Office of Admission

513-785-3111

MURAdmission@MiamiOH.edu

MiamiOH.edu/Regionals/Admission

Career Services and Professional Development

513-727-3390

miamiregionalscareer@MiamiOH.edu

MiamiOH.edu/Regionals/Careers