The sales and business marketing (SBM) major has an intense sales-focused curriculum and prepares graduates to start their careers in professional sales and business marketing. Specific sales and marketing courses teach students the fundamentals of selling as well as more advanced selling techniques and theories. In addition, courses focus on how to manage a sales force, how organizations and buyers purchase products and services, and how to develop effective business-to-business marketing strategies and sales approaches. The sales and business marketing major is considered one of the best sales programs in the country, recently being named a "Top University Sales Program" by the Sales Education Foundation. Through the use of the Harold Zeigler Interactive Sales Lab, students perform role-playing and negotiation exercises in realistic sales situations and are able to review their performance via video and streaming technologies.

Do Research

Selecting a major that aligns with your interests, personality, skills and abilities is an important part of your career development. The websites below will help you learn more about SBM.

**SBM Websites**
- WMU Marketing Department: [www.wmich.edu/business/mktg](http://www.wmich.edu/business/mktg)
- American Marketing Association: [www.marketingpower.com](http://www.marketingpower.com)
- Marketing Jobs: [www.marketingjobs.com](http://www.marketingjobs.com)
- Sales Talent: [www.salestalentinc.com](http://www.salestalentinc.com)
- SalesJobs.com: [www.salesjobs.com/job-listings](http://www.salesjobs.com/job-listings)
- Sales Education Foundation: [www.salesfoundation.org](http://www.salesfoundation.org)

**General Websites**
- The Haworth College of Business Career Center: [www.wmich.edu/business/career](http://www.wmich.edu/business/career)
- O-NET Dictionary of Occupational Titles: [www.onetonline.org](http://www.onetonline.org)
- CareerTV: [www.careertv.com](http://www.careertv.com)

Get Involved

Becoming involved in an organization is an essential part of your career development. The websites below are for WMU registered student organizations and national and international professional organizations related to the SBM major.

**WMU Sales and Business Marketing Association**: [www.wmusbma.org](http://www.wmusbma.org)
- National Association of Sales Professionals: [www.nasp.com](http://www.nasp.com)
- Business Marketing Association: [www.marketing.org](http://www.marketing.org)

Explore Opportunities

Exploring companies that hire SBM majors is a great way to get a sense of the field. The companies below recruit business students and are a great place to start exploring SBM jobs.

- All-Phase Electrical Supply
- CDW Corporation
- C.H. Robinson
- Coyote Logistics
- Fifth Third Bank
- Hantz Group
- Enterprise Rent-A-Car
- J.M. Smucker Co.
- Kellogg
- MSDOnline
- Northwestern Mutual Financial Network
- Pfizer
- Quicken Loans
- Sherwin-Williams Co.
- Stryker
- Thompson Reuters
- Total Quality Logistics
- Red Frog Events
- Zones

The Career Center
Haworth College of Business

Western Michigan University