



Employers Want Three Things...

- 1 Graduates with a sound liberal arts education.
- 2 Some exposure to certain technologies.
- 3 Internships. One is good, two is better!



Sample Skills:
general sales,
retail sales,
business development,
merchandising,
customer relationship
management



A solid
liberal arts degree
+
sales skills
increases your job market value
&
boosts your earning potential



Where Can I Acquire Sales Skills?

Formal or informal coursework,
internships, extracurricular activities or
on-campus employment.



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Business Development
Business Planning
Customer Service
Merchandising
Presentation Skills
Purchasing Relationship
Building/Customer
Relationship Management
Sales
Management Scheduling/Time
Management

Sample Occupations

Sales skills are complementary for these positions:

Store manager

Sales skills are core for these positions:

Sales representative, account
manager/representative, real estate
agent/broker

Career Readiness Tracker

Keep track of your career-relevant experiences here. This will help make it simple to build a compelling resume and help you to talk knowledgeably with employers about the value you bring to their workplace. Make a record below of the courses from your major, the University Curriculum, electives outside your major, and from internship or other experiences that help you gain skills in the domains that employers value: critical thinking; written and oral communication, interpersonal relationships, teamwork, and leadership; and research. And record your Dedman Edge sales knowledge and skills, as well.

Coursework	Experiential/Social	Workplace, Internship, ect.	Other (e.g. study abroad)
Critical Thinking			
Written and Oral Communication			
Interpersonal, Teamwork, Leadership and Ethics			
Research			
Sales			

Courses that offer sales skills

SMU credit-bearing courses

- ADV 1300 Survey of Advertising
- AMAE 3322 Marketing the Arts
- AMAE 3387 Attracting Capital: Donors, Investors, and Public Funds
- JOUR 2103 Writing and Editing Tutorial and Laboratory
- JOUR 2302 Ethics of Convergent Media
- PHIL 1317 Business Ethics
- STAT 2331 Introduction to Statistical Methods
- THEA 2311 The Art of Acting
- PSYC 1300 Introduction to Psychology

SMU non-credit-bearing courses through CAPE

- Mastering the Soft Skills Workshop
- Designing Customer Experiences and Service Design
- Communicating Complex Information to Non-Technical People

PLUS dozens of FREE self-paced courses on Lynda.com



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