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Western Michigan University

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WMU named a 2012 Top University for Professional Sales Education; Three students receive national sales scholarships

The Sales and Business Marketing Program at Western Michigan University has received the distinction of being named one of the top programs in the nation, and three WMU students are the recipients of a national scholarship.

Reviewed annually by the Sales Education Foundation, the organization selects programs that demonstrate a strong sales curriculum, university recognition and support, and the opportunity for experiential learning such as internships. The top programs were listed in the organization’s annual publication.

WMU’s Haworth College of Business was one of four schools in Michigan and 65 schools nationally meeting these requirements.

The SEF also announced the recipients of ten individual $1,000 scholarships, including three WMU students: Rebecca Hard of Coldwater, Mich., Brian Little of Kalamazoo and Joseph Russell of Saline, Mich. The students answered questions highlighting measurable differences a sales education makes for students and their employers.

“There are a relatively small number of universities that formally offer sales as a major,” says Dr. Stephen Newell, professor of sales and business marketing. “At many institutions, sales is offered via sales-related classes or as a concentration. Offering the program as a major lends greater credibility and value to a student’s degree.”

Newell joins Dr. Jim Eckert, associate professor of sales and business marketing, and Dr. Kelley, O’Reilly, assistant professor of marketing, in working with industry partners and alumni to evaluate the program, course offerings and employment opportunities for students to continually upgrade and improve the program.
“We are proud of the quality and the success of our SBM program as measured by our students recently placing in the top five in national sales competitions,” says Eckert, “and by the employability of our job-ready graduates and their professional accomplishments.”

According to the Sales Education Foundation, job placement rates for sales students are occurring at twice the average for college graduates.

The Sales Education Foundation (www.saleseducationfoundation.org), is a nonprofit organization dedicated to the advancement and promotion of university-level sales education.

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