

MAKING
THE MOST OF
MICHIGAN ROSS

CAPPO SALES TRACK

For students considering a career in sales



Selling creates revenue for every business throughout the world. The sales profession puts you at the heart of a company as you build customer relations, develop sales strategies, and directly contribute to revenue and profitability. And in sales, you control your own earnings.



If a career in sales sparks your interest, Michigan Ross offers a special course track to support your success. The Cappo Sales Track will help you:

- › Become familiar with and understand the sales function
- › Study both business-to-business and business-to-consumer sales
- › Explore career services and recruiting opportunities for sales-related careers

The sales track is available to undergrads at Ross and throughout the University of Michigan; in fact, about 80 percent of students in the track are from the College of Literature, Science, and the Arts.

If you're accepted to the Sales Track and complete all requirements, you will earn a certificate of completion — and a valuable addition to your resume.

IN THE CLASSROOM

You must complete 12 credits from the following courses:

- › MKT 302 Marketing Management (3 cr)
- › MKT 310 Fundamentals of Sales Management (3 cr)
- › MKT 312 Retail Marketing Management (3 cr)
- › MKT 313 Consumer Behavior (3 cr)

We also offer a specialized workshop that helps students sharpen their negotiation skills.

BEYOND THE CLASSROOM

The Cappo Sales Track gives you the opportunity to participate in many finance-related extracurricular and experiential activities at Ross. From sales internships and active membership in the Wolverine Sales Club, to sales competitions and interaction with sales management professionals, there are plenty of ways to explore the industry outside of the classroom. The Ross Career Development Office will also help identify and recruit companies hiring sales positions for you.

CAREER SUCCESSES

Recent companies hiring Cappo Sales Track students include:

- › LinkedIn
- › P&G
- › IBM
- › Bloomberg

NEXT STEP

If you are interested in learning more, meeting with students, or starting an application, contact MichiganRossSalesTrack@umich.edu



“The Sales Track is a great experience! The courses are valuable due to the opportunities to connect with employers, analyze and create solutions for companies, and excellent education. I highly recommend the track to future students.”

—Aubrey Setlock, LSA

The Cappo Sales Track is made possible through a significant gift by Jeffrey Cappo and his sons Michael and Eric Cappo of Ann Arbor, Mich.



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