

Texas State Center for Professional Sales
Awarded Full membership in the University Sales Center Alliance

(February 5, 2014 – San Marcos, TX.) The Texas State Center for Professional Sales was recently awarded full membership status in the University Sales Center Alliance (USCA), a select group of universities dedicated to upholding rigorous standards for students entering the professional selling profession.

Texas State has a concentration in sales within the Department of Marketing in the McCoy College of Business. The four classes in the sales concentration are: Professional Selling; Sales Management; Directed Study in Sales; and a Sales Internship.

There are currently 35 universities worldwide meeting membership requirements of the USCA, with only 20 of those universities holding full membership status. Dr. Denise Smart, Dean of McCoy College, stated, “We are pleased to join the ranks of a select group of schools recognized for offering a premier education in the area of professional sales that benefits both students and prospective employers.”

Active participation in USCA sponsored student sales competitions is strongly encouraged. The National Collegiate Sales Competition (NCSC) is the oldest and largest collegiate selling competition, and it attracts competitors from 67 universities around the world. Texas State was named both the Undergraduate Team Champion and the Graduate Team Champion in 2013, winning all individual rounds of both competitions.

Additionally, the USCA encourages initiatives such as programs for corporate partners and student ambassadors. The Texas State Center for Professional Sales has a very active corporate partnership program which has doubled its membership in the past year. The student ambassador group began three years ago with 15 student members, and it now has 54 student participants who interact directly with the participating corporate partners.

Finally, the Sales Education Foundation publishes an annual list of the best sales programs worldwide, and Texas State has been included on that list for the past three years.

More information on the Texas State Center for Professional Sales can be found at: www.txstsalescenter.com. Information on the University Sales Center Alliance is available at: www.universitysalescenteralliance.org. Please contact Vicki West, Director of the Center for Professional Sales, at 512-245-3224 or vw03@txstate.edu for more information.