

PROFESSIONAL SELLING AND SALES MANAGEMENT CERTIFICATE PROGRAM

Job opportunities in sales typically grow at the rate of 8 to 9% per annum and ranks among the most highly paid entry-level positions. The undergraduate Professional Selling Certificate aims to complement students majors and concentrations in business, the arts and sciences by providing them with skills in prospecting, lead generation, customer and client relationship management, sales force supervision, sales technology, analytics, social selling and sales negotiations. The program takes a practical approach by involving sales people and executives of major corporations in the classroom. Students receive individual feedback on their presentation and sales negotiation skills. Students leave the program with the ability to represent themselves professionally in the job market and to contribute from day one.

Program Requirements

Code	Title	Credits
MKTG 240	Introduction to Marketing	3
or MKTG 300	Integrated Core: Marketing	
Business Administration majors must take MKTG 300.		
MKTG 250	Professional Selling	3
MKTG 342	Sales Management	3
MKTG 443	Sales Leadership and Negotiation	3
Total Credits		12