

# PROFESSIONAL SALES CERTIFICATE

## Grading Requirement

All courses taken to fulfill program course requirements must be taken for a letter grade except those courses specified by the department as credit/no credit grading only.

A grade point average of 2.5 must be earned for courses required for the certificate, with a C or higher earned in each course.

## Course Requirements for the Certificate

The following courses, or their approved transfer equivalents, are required of all candidates for this certificate.

Course	Title	Units
<b>Foundation Courses</b>		
MKTG 305	Survey of Marketing	3
MKTG 371	Consumer Behavior	3
<b>Certificate Core Courses</b>		
MKTG 464	Customer Relationship Management	3
MKTG 470	Sales Management	3
MKTG 473	Strategic Personal Selling	3
MKTG 483	Advanced Topics in Professional Sales	3
<b>Elective Courses</b>		
Select three units from the following: <sup>1</sup>		3
ACCT 201	Introduction to Financial Accounting	
BADM 389	Internship in Business Admin	
FINA 456	Risk and Insurance	
MGMT 345	Negotiation Techniques for Conflict Resolution	
MGMT 441	Managing Personal Success	
MGMT 444	Managing Project Teams	
MGMT 447	Leadership and Motivation	
MINS 235	Database Design	
MKTG 479	Sales Competitions: Strategy and Practice	
<b>Total Units</b>		<b>21</b>

<sup>1</sup> Upper division courses which are related to professional sales and which are offered by other academic departments (e.g. CMST 453; PSYC 395; REAL 301; RHPM 371) may also be taken but require prior approval by the chair of the Department of Finance and Marketing or the Director of the Professional Sales Program.

Students must apply to be admitted to the Seufferlein Sales Program. Candidates for the certificate must be accepted by the University, but it is not necessary to complete the requirements for a bachelor's degree in order to receive the Professional Sales Certificate. Please consult with the chair of the Department of Finance and Marketing or Business Student Advising and Services for additional admissions criteria.

For successful completion of the certificate program, the student is required to

1. earn an overall grade point average of 2.75 or higher;
2. earn a grade point average of 2.50 for the required courses in the program;
3. earn a grade of C or higher in each required course; and
4. attend a minimum of three sales-related workshops offered by the Seufferlein Sales Program with Sales 101 workshop being mandatory.