

PROFESSIONAL SALES CERTIFICATE

The Professional Sales Certificate offers a fully-accredited curriculum focusing on business-to-business selling models that provides students with training to improve their interpersonal and negotiation skills.

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.

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 2.75 for the required courses in the program;
3. earn a grade of C or higher in each required course; and
4. attend three core skill-building workshops, two networking events, and two development events.

Course Requirements for the Certificate

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

Course	Title	Units
MKTG 305	Survey of Marketing ¹	3
or ABUS 311	Agricultural Markets and Pricing	
MKTG 371	Consumer Behavior	3
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
Select three units from the following: ²		3
ABUS 211	Agricultural Selling and Consulting	
ABUS 261	Farm Accounting	
ACCT 201	Introduction to Financial Accounting	
BADM 389	Internship in Business Admin	
FINA 456	Risk and Insurance	
MGMT 444	Managing Project Teams	
MGMT 447	Leadership and Motivation	
MINS 235	Database Design	
MKTG 479	Sales Competitions: Strategy and Practice	
Total Units		21

¹ ABUS 311 may be substituted for Agricultural Business students only.

² Upper-division courses related to professional sales that 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 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 Marketing or Business Student Advising and Services for additional admissions criteria.