

SALES, CERTIFICATE (1776)

Program Coordinator

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The certificate in sales will prepare students to learn about the field of professional selling while obtaining skills in communication, negotiation and sales.

Program Requirements (12 hours)

Code	Title	Hours
MKT 220	Basic Marketing Concepts	3
MKT 325	Personal Selling	3
MKT 425	Advanced Personal Selling Strategies	3
And any marketing elective		3
Total Hours		12

Sales certificates must earn a "C" or higher in all marketing classes (MKT prefix) used as part of the certificate.