

Undergraduate Certificate in Professional Selling

1. Course Sequence

University's Core requirement + the following three courses:

MKTG 305/MKTG 310/MKTG 311: To provide an overview of the marketing process, and articulate the role of the sales force in the marketing mix. Offered every semester.

Two courses specific to professional selling skills and sales management, as described below.

MKTG 315/MKTG 425: SALES FORCE MANAGEMENT (Prerequisites: for MKTG 315 - MKTG 305 or MKTG 310, for MKTG 425 - MKTG 310 or 311). Enrollment in MKTG 315 restricted to non-business students. Enrollment in MKTG 425 restricted to business students.

MKTG 316/MKTG 426/JOUR 611: PROFESSIONAL SELLING SKILLS (Prerequisites: for MKTG 316 - MKTG 305 or MKTG 310, for MKTG 426 - MKTG 310 or 311). Enrollment in MKTG 316 restricted to non-business students. Enrollment in MKTG 426 restricted to business students.

2. Additional Requirements

As part of the certificate, students will also be expected to participate in development activities such as attendance at workshops, summits, simulations, and contests. While some of these will be a part of the second course on professional selling, others will be in addition to the coursework.