

Undergraduate Certificate in Professional Selling

The mission of the **Professional Selling Certificate Program** is to prepare students for successful careers in consultative selling. Graduates of the program will help consumers and businesses define their needs, understand and evaluate buying options, facilitate effective purchase decisions, and forge enduring relationships.

The program serves two broad constituencies: students and industry partners.

For students, the goals of the program are to:

- Highlight burgeoning opportunities associated with a career in consultative selling,
- Equip them with the concepts, skill sets and mindsets required for consultative selling,
- Provide exposure to a portfolio of experiential activities.

For industry partners, the goals of the program are to:

- Identify graduates with interest and aptitude in consultative selling,
- Certify competencies associated with consultative selling.

Courses

The certificate requires nine hours of coursework as specified below. Please note that enrollment in MKTG 425 and MKTG 426 is restricted to students admitted to a B.S.B. major in the School of Business.

Code	Title	Hours
Required Courses --9 Hours		
MKTG 310	Marketing	3
or MKTG 311	Marketing, Honors	
or MKTG 305	Survey of Marketing	
MKTG 425	Sales Management	3
or MKTG 315	Sales Management	
MKTG 426	Professional Selling Skills	3
or MKTG 316	Professional Selling Skills	
or JOUR 611	Sales Strategies	
Total Hours		9

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.

At the completion of this program, students will be able to:

- Highlight the role of consultative selling in marketing and it's impact on each of the "4 P's" (promotion, price, product and placement) within greater business.

- Develop communication skills to help consumers and businesses define their needs, understand and evaluate buying options, and facilitate effective purchase decisions.
- Formulate and expressively evaluate key topics surrounding sales force productivity, structure, sizing, compensation, pricing, and territory alignment.
- Collaborate and foster conversations with the intent to forge enduring relationships with sales teams and customers.