

MARKETING

Sales Management and Development Certificate

This 18 credit-hour certificate program is designed to provide in-service and pre-service training and development for industrial sales and sales management personnel representing manufacturers, service marketers, wholesalers or other marketing middlemen. Through the selection of courses, this program can satisfy both the career needs of individuals seeking to develop and expand their selling and account servicing skills and individuals preparing for sales management responsibilities. This certificate program would be especially appropriate for individuals who are entering the professional field without a formal sales or marketing education.

To achieve an individual program designed to complement the student's industrial and educational background, the selection of electives should be made in consultation with the coordinator.

The Associate in Applied Science in Business Administration includes a specialized study area for Marketing. Please refer to Business Administration in this section of the catalog if you are interested in pursuing a degree in this discipline.

Required:

Number	Course Title	Credits
MGT 111	Introduction to Business Organization	3
MKT 140	Principles of Professional Selling	3
MKT 141	Sales Management	3
MKT 240	Advanced Sales Strategies	3

Electives: Select six credit hours from the following courses:

Number	Course Title	Credits
ACC 211	Business Law I	3
MGT 280	Organizational Behavior	3
MKT 245	Principles of Marketing	3
MKT 247	Consumer Buying Behavior	3