

MARKETING

Social Commerce and Sales Certificate

This 21 credit-hour certificate program is designed to provide in-service and pre-service training and development for professional sales and sales management personnel representing manufacturers, service marketers, wholesalers and retailers. 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 individualized 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 Social Commerce and Sales. 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
ENT 154	Entrepreneurship or	
MGT 111	Introduction to Business Organization	3
MKT 140	Principles of Professional Selling	3
MKT 145	Identify and Evaluate Prospective Customers	3
MKT 180	Strategic Communication for A Digital World	3
MKT 242	Creating A Competitive Advantage	3
MKT 243	Social Commerce and Sales	3

Electives: Select three credit hours from the following courses:

Number	Course Title	Credits
ACC 211	Business Law I	3
MKT 217	Advertising	3
MKT 247	Consumer Buying Behavior	3
MKT 252	Internet Marketing	3