

**PROFESSIONAL SELLING CERTIFICATE REQUIREMENTS**

The professional selling certificate is available to any **NON-Marketing major** at the University, including business majors. It is not a major nor a minor but rather a credential that can be noted on your transcript as a certificate.

Business majors must be admitted to upper division business courses prior to taking these courses, and non-business majors must have at least 60 credits earned and a 2.00 grade point average. If you do not have a declared business major or minor but are pursuing the certificate, you will need permission from the Marketing Department to register for these courses:

**Required Courses (9 credits):**

**Course No. Course Name Prerequisites**

\_\_\_\_\_\_ MARKETNG 311 Principles of Marketing

\_\_\_\_\_\_ MARKETNG 312 Principles of Selling COREG: MARKETNG 311

\_\_\_\_\_\_ MARKETNG 460 Entrepreneurial and Advanced MARKETNG 311 & 312

Sales Techniques

**Select (3 credits) of electives from the following list:**

\_\_\_\_\_\_ MARKETNG 412 Business-to-Business Marketing MARKETNG 311

\_\_\_\_\_\_ MARKETNG 431 Sales Management MARKETNG 311

\_\_\_\_\_\_ MARKETNG 450 Sales Negotiation and Conflict Resolution MARKETNG 311

\_\_\_\_\_\_ MARKETNG 493S Internship in Marketing – Sales Emphasis MARKETNG 311

\_\_\_\_\_\_ MARKETNG 496 Special Studies

**Total Units: 12**

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