



## 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 Sales Techniques	MARKETNG 311 & 312

### 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**