

CERTIFICATE - SALES

The Certificate in Sales provides students with a foundation in professional selling, sales management, and customer-focused marketing strategies. Designed to prepare students for success in sales and business development roles across a wide range of industries, the program develops the knowledge and skills needed to identify customer needs, build relationships, communicate value, and create effective sales solutions. The program also examines the integration of sales and marketing functions, emphasizing how organizations attract, retain, and grow customer relationships. By combining strategic concepts with practical applications, the certificate prepares students for careers in professional sales, account management, business development, customer success, and sales leadership while enhancing their ability to contribute to organizational growth and competitive success.

Required Courses

BA 428	Strategic Selling	3
BA 351	Internship	3
or HA 401	Hospitality Internship	
MK 422	Sales and Sales Management	3
Choose one of the following:		3
BA 375	Supply Chain Management	
BA 425	Marketing Management	
HA 311	Destination Management and Marketing	
Choose one of the following:		3
BA 243	The Business of Innovation	
BA 437	International Marketing	
MK 216	Principles of Advertising	
MK 338	Marketing Research	
Total Hours		15