

Professional Selling Certificate

Certificate Requirements

Minimum Credits Required: 12

Code	Title	Credits
Requirements		
MRKT 320	Foundations of Marketing	3
MRKT 430	Sales and Personal Selling ¹	3
MRKT 434	Sales Management	3
Electives - Select one of the following:		3
MRKT 436	Advanced Professional Selling ²	
MRKT 432	Entrepreneurial Sales	
MRKT 438	Customer Relationship Management (CRM) and Sales Technology	
MRKT 470	Services Marketing	
MRKT 497	FE/Coop Ed/Internship	
MGMT 451	Negotiations	
MGMT 472	Managing Family Enterprises	
AGEC 350	Agrisales	
SCM 320	Integrated Supply Chain Management	
Total Credits		12

¹ Co-requisite with MRKT 320

² MRKT 436 Advanced Professional Selling is restricted to students in the professional selling minor and certificate programs. To register for MRKT 436 Advanced Professional Selling students must have declared the minor or certificate program with the Office of Registration and Records.

Requirements for a certificate in Professional Selling

- To complete a certificate, students must earn a C or better in all courses and earn a minimum 2.50 GPA based on the courses used to satisfy the certificate requirements.
- If the certificate or institutional GPA falls below the 2.50 GPA after acceptance into the program, the student will not be allowed to register for the CoB courses until the cumulative GPA returns to 2.50 or above.
- Certificate students must satisfy all course prerequisites.