

SALES, UNIVERSITY CERTIFICATE

The Certificate in Sales is offered for all students who are interested in a rewarding sales career without respect to major. The courses in this certificate go beyond theory, providing students valuable skills to help them be successful in real sales environments. The courses are taught using a combination of lectures, hands-on exercise, business cases, projects, and role playing. This certificate will serve as solid evidence of a professional training in sales for company recruiters. Students must earn at least 6 of the 12 hours required for the certificate in residence at ECU and must earn a "C" or better in all courses comprising the certificate.

Program Requirements

CIP Code: 52.1401

| Code | Title | Hours |
|------------------------------|--|-----------|
| Required Courses | | |
| BUS 305 | Essentials of Marketing | 3 |
| or MKT 301 | Principles of Marketing (NB) | |
| MKT 310 | Professional Selling | 3 |
| MKT 508 | Sales Management | 3 |
| Choose one of the following: | | 3 |
| MKT 350 | Consumer Behavior in Marketing | |
| MKT 481 | Internship in Marketing | |
| MKT 540 | Business-to-Business Sales and Marketing | |
| MKT 570 | Advanced Sales & Negotiations | |
| MKT 590 | Special Topics in Sales & Marketing | |
| Total Hours | | 12 |