

# SALES, UNIVERSITY CERTIFICATE

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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
<b>Required Courses</b>		
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	
<b>Total Hours</b>		<b>12</b>