

CERTIFICATE IN EFFECTIVE SELLING

Curriculum

Code	Title	Credits
Core Requirement		
MKT 340	Personal Selling	3
Electives		
Select three courses from the list		9
MGT 435	Negotiation	
MGT 498	Seminar in Management	
MKT 341	Business-to-Business Sales and Contracting	
MKT 343	Real Estate Sales and Marketing	
MKT 344	Product Management and Sales in Healthcare	
MKT 345	Sales Management and Forecasting	
MKT 348	Multimedia Presentation and Sales Showcasing	
MKT 349	Sales Leadership and Ethics	
MKT 357	Event Management and Sales	
MKT 443	Digital Marketing Research and Consulting ¹	
MKT 445	Advanced Selling Workshop ¹	
MKT 460	Marketing Internship ¹	
Total Minimum Credits Required		12

¹ MKT 443, MKT 445 and MKT 460 can be repeated for credits toward the certificate completion.