

# CERTIFICATE - SALES

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The Sales Certificate program is designed to provide students with real world concepts and best practices in the areas of professional selling as well as sales and marketing management. Survey results indicate that 52% of all graduates, regardless of major, find their first job in sales or sales support.

Sales Certificate courses can be applied to a degree in Business Administration at Husson University, enhance a degree in another discipline or augment prior learning to provide for a change in career.

## 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	
<b>Total Hours</b>		<b>15</b>