# CERTIFICATE - SALES

The Certificate in Sales provides students with a foundation in professional selling, sales management, and customer-focused marketing strategies. Designed to prepare students for success in sales and business development roles across a wide range of industries, the program develops the knowledge and skills needed to identify customer needs, build relationships, communicate value, and create effective sales solutions. The program also examines the integration of sales and marketing functions, emphasizing how organizations attract, retain, and grow customer relationships. By combining strategic concepts with practical applications, the certificate prepares students for careers in professional sales, account management, business development, customer success, and sales leadership while enhancing their ability to contribute to organizational growth and competitive success.

| **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 | |
| **Total Hours** | | **15** |