



Internal Certificate **2009-2010**

**Marketing
Kenosha Campus**

**PROFESSIONAL SELLING
CERTIFICATE
(90-104-5)**

14 Credits

- The Professional Selling Certificate is a short-term marketing certificate program that emphasizes the skills necessary to be an effective sales person.
- Courses can be applied toward an associate degree in Business-to-Business Marketing or General Marketing.

REQUIRED COURSES

<u>Course Number</u>	<u>Course Title</u>	<u>Credits</u>
103-110	Microsoft PowerPoint	1
104-101	Marketing Principles	3
104-104	Selling Principles	3
104-126	Business Marketing I	3
104-161	Selling Principles/Advanced (Prereq. 104-104, Selling Principles)	3
196-164A	Time Management	<u>+ 1</u>
		14

NOTE: Students must complete a certificate program with a minimum of a 2.0 Program GPA.
NOTE: Prerequisites can be waived with departmental approval.