



*Internal Certificate*      **2012-2013**

**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**

<b><u>Course Number</u></b>	<b><u>Course Title</u></b>	<b><u>Credits</u></b>
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.