



2016-2017 Certificate

Certificate: PROFESSIONAL SELLING (90-104-5)

Credits: 14 Credits

Description: 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.

Related Program: Marketing

Campuses Available: Kenosha and online

REQUIRED COURSES

✓	<u>Semester One</u>	<u>Credits</u>	<u>Prerequisite</u>	<u>Corequisite</u>
	103-110 Microsoft PowerPoint	1		
	104-101 Marketing Principles	3		
	104-104 Selling Principles	3		
✓	<u>Semester Two</u>	<u>Credits</u>	<u>Prerequisite</u>	<u>Corequisite</u>
	104-126 Business Marketing I	3	104-101	
	104-161 Selling Principles, Advanced	3	104-104	
	196-164A Time Management	1		
	Total Credits	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.