

SALES CERTIFICATE

College: College of Business, Economics, and Computing

The Business Department offers a certificate in sales that is available to undergraduate business and non-business majors as well as non-degree seeking students. This certificate program is accredited by the Sales Education Foundation (SEF). To be eligible for admission to this certificate program, the student must meet at least one of the following requirements:

- 54 credits earned at UW-Parkside or another college/university;
- An undergraduate degree;
- Five years of business experience, preferably at mid-level management or above or at an entrepreneurial firm;
- Associate degree and two years of business experience, preferably at mid-level management or above or at an entrepreneurial firm.

A minimum of a 2.0 cumulative GPA in required courses is required to earn the certificate.

Requirements for the Sales Certificate

Code	Title	Credits
Required Courses		
MKT 350	Marketing Principles	3
MKT 467	Selling of Financial Services	3
MKT 458	Personal Selling	3
MKT 469	Advanced Personal Selling	3
Total Credits		12