

SALES, CERTIFICATE (1776)

Program Coordinator

Lukas Forbes, lukas.forbes@wku.edu, (270) 745-2993

The certificate in sales will prepare students to learn about the field of professional selling while obtaining skills in communication, negotiation and sales.

Program Requirements (12 hours)

| Code | Title | Hours |
|-----------------------------------------------|--------------------------------------|-----------|
| MKT 220 | Basic Marketing Concepts | 3 |
| MKT 325 | Personal Selling | 3 |
| MKT 425 | Advanced Personal Selling Strategies | 3 |
| And any marketing elective to include MKT 490 | | 3 |
| Total Hours | | 12 |

Sales certificates must earn a "C" or higher in all marketing classes (MKT prefix) used as part of the certificate.