

2024 - 2025 Certificate Map

Sales and Marketing Essentials

School/College: [W. P. Carey School of Business](#)

Location: [Tempe](#)

Program Requirements

The certificate in sales and marketing essentials requires 15 credit hours. The entire certificate may be completed online.

To receive the certificate, students must complete all courses with a grade of "C" (2.00 on a scale of 4.00) or better.

No more than six credit hours may be shared between the certificate and other degree programs, minors, and/or other certificates.

Required Courses -- 6 credit hours

[MKT 390: Essentials of Marketing](#) (3)

[MKT 391: Essentials of Selling](#) (3)

Electives (choose three) -- 9 credit hours

[MKT 392: Essentials of Business Marketing](#) (3)

[MKT 395: Essentials of Advertising and Marketing Communication](#) (3)

[MKT 396: Essentials of Services Marketing](#) (3)

[MKT 397: Essentials of Global Marketing](#) (3)

[MKT 398: Essentials of Sports Business](#) (3)

Prerequisite courses may be needed in order to complete the requirements of this certificate.