

# Professional Sales, Certificate

BAPRSCERT

## Description

Designed for the nonmarketing business major, the certificate in professional sales was created for business students who are interested in pursuing the many opportunities in professional sales.

With the inclusion of courses in professional sales as well as sales management, this program prepares students to be successful account managers or sales team leaders in both business-to-business and business-to-consumer settings.

An optional internship in sales is strongly encouraged as part of the professional sales certificate.

## At a glance

- **College/School:** [W. P. Carey School of Business](#)
- **Location:** [Tempe](#)

## Program requirements

[2024 - 2025 Certificate Map](#)

[Certificate Map \(Archives\)](#)

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

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

### First Required Course -- 3 credit hours

[MKT 300: Marketing and Business Performance](#) or [MKT 303: Honors Marketing Theory and Practice](#)  
(3)

## **Required Courses -- 6 credit hours**

MKT 370: Professional Sales and Relationship Management (3)

MKT 410: Sales Management (3)

## **Electives (choose two) -- 6 credit hours**

MGT 430: Negotiations (3)

MKT 435: Entrepreneurial Marketing (3)

MKT 438: Advanced Selling Using Data and Technology (3)

MKT 441: Sports Revenue Generation (3)

MKT 484: Internship (3)

**Notes:** Internship in sales.

MKT 493: Honors Thesis (L) (3)

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

## **Enrollment requirements**

This certificate program is open to current students in the W. P. Carey School of Business who are not in the marketing major.

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

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

## **Career opportunities**

Graduates who have combined the certificate in professional sales with their major program of study may become more marketable to employers. They often decide to pursue employment in sales, marketing or procurement.

Advanced degrees or certifications may be required for academic or clinical positions.

## **Contact information**

Department of Marketing | BA 160

wpcareyug@asu.edu | 480-965-4227

