

# Sales and Marketing Essentials, Certificate

BASMECERT

## Description

Designed for undergraduate nonbusiness majors, the certificate program in sales and marketing essentials offers a set of courses that cover indispensable marketing knowledge in a wide variety of marketing application domains.

Students are required to enroll in two fundamental courses in marketing and also choose three additional courses from a larger set (services marketing, business marketing, global marketing, sports business and advertising) to tailor the certificate to their particular interests.

While some courses are offered in a face-to-face setting, the entire certificate is offered via iCourse for flexibility and convenience.

## At a glance

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

## Program requirements

[2024 - 2025 Certificate Map](#)

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

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.

## **Enrollment requirements**

This certificate program is for nonbusiness majors only.

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 sales and marketing essentials with their major program of study may become more marketable to employers, and they often decide to pursue employment in sales or marketing.

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

## **Contact information**

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