

# SALES MANAGEMENT AND PERSONAL SELLING

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The purpose of this certificate is to prepare and equip our students with new professional credentials and qualify them for high-paying career opportunities upon graduation. All graduate students at the four UM-D's Colleges may participate in the Sales Management and Personal Selling Certificate if they meet the qualifications. The certificate is comprised of 12 credits (4 courses: MKT 515, MKT 534, MKT 535, and MKT 540). MKT 535 and MKT 540 were developed by COB Faculty using COB curriculum and pedagogy and Sandler Professional Training materials.

The Sales Management and Personal Selling Certificate requires 12 credits (or 4 courses). All courses are required. These courses are:

Code	Title	Credit Hours
MKT 515	Marketing Management	3
MKT 534	Sales Management and Personal Selling	3
MKT 535	Advanced Sales Management and Personal Selling I	3
MKT 540	Advanced Sales Management and Personal Selling II	3

Upon completion of these four courses, the student will receive the UM-D Sales Management and Personal Selling Certificate. In addition, upon paying a fee to Sandler/EAM, the student will be eligible to take the Sandler certification exams.