

# 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 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 352, MKT 434, MKT 435, and MKT 440). MKT 435 and MKT 440 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:

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MKT 352	Mktg Principles and Policies	3
MKT 434	Sales Mgmt & Personal Selling	3
MKT 435	Advanced Sales Management and Personal Selling I	3
MKT 440	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.