



Professional Sales Certificate

Code	Title	Credits
Required Courses		
MGMT 269	Business Ethics	3
MRKT 301	Principles of Marketing	3
MRKT 310	Digital Marketing	3
MRKT 340	Professional Sales	3
Directed Electives		3
BUSI 497	Internship	
COMM 314	Public Relations	
MRKT 370	Advertising and Promotions	
MRKT 375	Consumer Behavior	
MRKT 405	Retailing	
MRKT 414	Social Media Management	
Total Credits		15