Be sure to see your Business Advisor in Glenn 321 for course scheduling assistance!

1 GPA REQUIREMENTS:
   1. Sales Certificate Classes: minimum 2.5 GPA with no less than a “C” grade in any sales course
   2. Cumulative: minimum cumulative GPA of 2.75 upon graduation

2 CERTIFICATE COURSEWORK (21 units):

   FOUNDATION COURSE – 1 course (3 units) required:
   ACCT 201 Introduction to Financial Accounting (3)

   CORE COURSES – 5 courses (15 units) required:
   MKTG 305 Survey of Marketing (3)
   MKTG 371 Consumer Behavior (3) MKTG 305
   MKTG 470 Sales Force Management (3) MKTG 371
   MKTG 473 Strategic Personal Selling (3) MKTG 371
   MKTG 483 Advanced Topics in Professional Sales (3) MKTG 305, 371 & 473

   ELECTIVES – 1 course (3 units) selected from:
   FINA 456 Risk and Insurance (3) FINA 307
   MGMT 345 Negotiation Techniques for Conflict Resolution (3) Fall Only
   MGMT 441 Managing Personal Success (3) Fall Only MGMT 303
   MGMT 447 Leadership (3) MGMT 303
   MGMT 444 Managing Project Teams (3) MGMT 303 or faculty permission
   MINS 235 Database Design (3)
   MKTG 389 Internship in Marketing (3) MGMT 305 & 371 or 380; senior standing; faculty permission
   MKTG 464 Customer Relationship Management (3)

NOTE: Upper division courses related to professional sales that are offered by other academic departments (e.g. CMST 354-Persuasion; PSYC 395-Social Psychology; REAL 301-Principles of Real Estate; RHPM 371-Customer Service in Recreation Operations) may also be taken but require prior approval by the chair of the Dept. of Finance & Marketing or the Director of the Seufferlein Sales Program.

3 ADDITIONAL REQUIREMENTS:

   REQUIREMENT                          DEADLINE
   Sales Competency Program Requirement – Attend the following:             Must be completed one month prior to graduation date.
      2 Networking Events, 2 Skill-Building Workshops, and 2 Career Fairs
   Refer to Sales Competency Program Calendar at www.csuchico.edu/sales