

1A - CERTIFICATE IN PROFESSIONAL SALES (21 units)

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 Core Sales Course
2. **Cumulative:** minimum cumulative GPA of 2.75 upon graduation

2 CERTIFICATE COURSEWORK (21 units):

FOUNDATION COURSES – 2 courses (6 units) required:		Prerequisites	Grade
MKTG 305	Survey of Marketing (3)		
MKTG 371	Consumer Behavior (3)	MKTG 305	

CORE SALES COURSES – 4 courses (12 units) required:		Prerequisites	Grade
MKTG 464	Customer Relationship Management (3)	MKTG 305, 371	
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 371, 473, or faculty permission	

ELECTIVE – 1 course (3 units) selected from:		Prerequisites	Grade
ACCT 201	Intro to Accounting (3)		
FINA 456	Risk and Insurance (3)	FINA 307	
MGMT 345	Negotiation Techniques for Conflict Resolution (3)		
MGMT 441	Managing Personal Success (3)	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)	MKTG 371 or 380; senior standing; faculty permission	
MKTG 479	Sales Competitions: Strategy and Practice (3)	MKTG 305, 371	

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
Plan Change Form – instructions are available at http://bit.ly/SalesCert	Must be completed PRIOR to applying for graduation.
Sales Competency Program Requirement – Attend the following: 3 Skill-Building Workshops, 2 Networking Events, 2 Development Events Refer to Sales Competency Program Calendar at www.csuchico.edu/sales	Must be completed one month prior to graduation.