

LANSING COMMUNITY COLLEGE

CURRICULUM GUIDE

Sales Specialist
Certificate of Achievement

Curriculum Code: 0242 (Effective Fall 2011 – Summer 2016)

Students in this curriculum begin to learn sales skills to enhance their performance on the job. Selling is more than getting a customer to buy a product. It is a system that involves understanding and meeting needs, educating on possibilities, and developing lasting relationships. A sales specialist may wish to go on to earn the Field Sales and Marketing Associate Degree.

PREREQUISITES

Students should see *Course Descriptions* or *Course Offerings* for course prerequisite information. See the *Assessment and Placement Testing* section for skills assessment and advising information.

INFORMATION

Contact the Business & Economics Department, Gannon Building, Room 190, telephone number (517) 483-1522 (Website: www.lcc.edu/business/) or Academic Advising Department, Gannon Building, Room 212, telephone number (517) 483-1904.

REQUIREMENTS

CODE	TITLE	TOTAL: 18 CREDITS CREDIT HOURS
BUSN 118	Introduction to Business	3
MGMT 150	Managing Customer Relations	3
MKTG 119	Mktg/Manage Your Profess Image	3
MKTG 120	Sales	3
MKTG 200	Principles of Marketing	3
SPCH 110	Oral Comm in the Workplace	3

LIMITED CHOICE REQUIREMENTS

TOTAL: 12-13 CREDITS

Complete the indicated number of credits from **EACH CHOICE** listed below.

CHOICE 1: Computer Related

3 Credits

CITA 110 Intro to Microsoft Office

3

CITW 150 Internet Literacy

3

CHOICE 2: Marketing Related (See Note 1)

9-10 Credits

MINIMUM TOTAL

30

NOTE:

1. Choose any course with a MKTG prefix not already used to meet certificate requirements. Students should confer with a Marketing Program Advisor for best fit with career plans.

SUGGESTED COURSE SEQUENCE

Students should see course descriptions to find out when departments plan to offer courses. Students who for any reason are unable to follow the course sequence suggested below (for example, those who are part-time, have transferred in courses from another school, or have prerequisites to fulfill) should contact an academic advisor for help with adjustments.

I	II
BUSN 118	MGMT 150
MKTG 119	MKTG 200
MKTG 120	SPCH 110
Lim.Ch.	Lim.Ch.
Lim.Ch.	Lim.Ch.