



Sales Specialist C.A.

Curriculum Code: 0242

Effective: Fall 2020 – Summer 2025

Description

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. This certificate may help prepare a student for entry level customer service positions. A sales specialist may wish to go on to earn the Field Sales or Marketing Associate Degree.

Contact Information

Contact the Business and Economics Department, Gannon Building, Room 1222, telephone number 517-483-1522, or the Academic Advising Department, Gannon Building - StarZone, telephone number 517-483-1904.

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 118	Introduction to Business	3 / 3
CITA 110	Intro to Microsoft Office	3 / 3
COMM 130	Fundamentals Public Speaking	3 / 3
MGMT 150	Managing Customer Relations	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 120	Sales	3 / 3
MKTG 200	Principles of Marketing	3 / 3

Program of Study Required Courses, Limited Choice – *Select three courses, minimum of nine credits*

Course Code	Course Title	Credit / Billing Hours
MGMT 200	Creative Thinking for Business	3 / 3
MKTG 130	Retailing	3 / 3
MKTG 140	Introduction to Advertising	3 / 3
MKTG 210	Marketing on the Internet	3 / 3
MKTG 221	Consumer Behavior	3 / 3
MKTG 229	Public Relations	3 / 3
MKTG 231	Independent Study in Marketing	1-3 / 1-3
MKTG 235	Marketing Internship	3 / 3

Total Credit Hours

30 credits / 30 billing hours

Recommended Course Sequence

Semester I	Semester II
BUSN 118	COMM 130
CITA 110	MGMT 150
MKTG 120	MKTG 119
MKTG 200	Limited Choice
Limited Choice	Limited Choice