



Sales Specialist C.A.

Career Community: Business

Curriculum Code: 0242

Effective: Fall 2025 – Summer 2030

Purpose of the Major

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, developing lasting relationships, and documenting the sales process in CRM systems. This certificate may help prepare a student for entry-level customer service positions and inbound/outbound for sales and business development jobs. Students may complete this certificate as part of the Marketing Associate of Business degree. Students will gain greater understanding of how sales fits within the promotional Marketing P's.

Milestone

Completion of MKTG 200, with a 2.0 or higher, is a key component for success in completing this program. Knowledge obtained in this course is the foundation for learning in other required courses. Students are encouraged to contact their faculty if they need additional assistance with learning the concepts presented in this course.

Additional Information

A student must earn a minimum grade of 2.0 in all courses.

Contact Information

For further information, including career options, course substitutions and waivers, etc., contact the School of Business, Gannon Building, Room 1222, telephone number 517-483-1546 or the Academic Advising Department, Gannon Building – Star Zone, telephone number 517-483-1904.

Major Required Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 118	Introduction to Business	3 / 3
CITA 110 or CITF 110	Intro to Microsoft Office Intro Computer Info Systems	3 / 3 3 / 3
COMM 110 or COMM 130	Communication in the Workplace Fundamentals Public Speaking	3 / 3 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

Major Required Courses, Limited Choice –*Select three courses.*

Course Code	Course Title	Credit / Billing Hours
MGMT 200	Creative Thinking for Business	3 / 3
MKTG 130	Retailing	3 / 3
MKTG 140	Principles of Advertising	3 / 3
MKTG 210	Intro to Digital Marketing	3 / 3
MKTG 229	Public Relations	3 / 3
MKTG 235	Marketing Internship	3 / 3

Additional Credits

After completing the course and credit requirements as noted on this pathway, students who fall short of the 30-credit minimum required for a Certificate of Achievement may select any course(s) needed to reach 30 credits, except those courses noted in number 7 in the [Institutional Requirements for Certificates of Achievement](#). Students are encouraged to use Degree Works and meet with an Advisor to ensure all requirements are met and for course recommendations.

Minimum Total Credit Hours

30 credits / 30 billing hours

Recommended Course Sequence

Semester I
BUSN 118
CITA 110 or CITF 110
MKTG 120
MKTG 200 – Milestone course
Limited Choice

Semester II
COMM 110 or COMM 130
MGMT 150
MKTG 119
Limited Choice
Limited Choice

LCC makes every effort to limit revisions to the pathways during their effective timeframe. However, the College reserves the right to update certificate and degree titles, and make course changes as needed, without prior notice. The College also reserves the right to discontinue programs when warranted.