

PROFESSIONAL SALES CERTIFICATE

Offered by Department of Marketing, Agribusiness, and Supply Chain Management (<http://catalog.unk.edu/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/>)

To successfully earn this certification students must complete at least one course (3 hours) that is unique to this program and must earn a C or better in each of the four courses completed.

Code	Title	Credit Hours
MKT 300	Principles of Marketing	3
MKT 331	Professional Selling	3
MKT 437	Sales Management	3
Select 1 course (3 credit hours) from the following		3
MKT 336	Services Marketing	
MKT 350	Marketing Dashboards and Data Visualization	
MKT 377	Digital and Social Media Marketing	
MKT 420	Retail Management	
MKT 434	Business-to-Business Marketing	
MKT 435	Marketing Research	
MKT 438	Consumer Behavior	
MKT 460	Strategic Product Management	
SCM 304	Negotiation Fundamentals, Strategies & Tactics	
Total Credit Hours		12

For more information on the Certificate of Professional Sales, please contact seshadris@unk.edu (308-865-8190)

For detailed information, guidelines, and requirements of UNK's Certificate Programs, please visit the Academic Affairs (http://www.unk.edu/academic_affairs/certificate-programs.php) page.