

Marketing/Sales • Certificate

Why Choose a Marketing/Sales Certificate?

If you have a strong interest in building a career in developing business relationships, this certificate will provide you with the following:

- Oral and written communication skills
- Ability to solve customer-based problems
- The ability to provide consulting service to persons and/or organizations who seek, or might seek, the products and services you sell

You will be exposed to an exciting set of concepts that will serve you, not just in marketing/sales, but in any career field in which you become a manager or leader and must influence others.

Admission Requirements

Any person who is admitted to the University is welcome to seek the attainment of this certificate. You must present evidence of graduation from high school with a 2.35 grade point average.

Graduation Requirements

You will receive the Marketing Sales Certificate after completion of the requirements with a minimum 2.0 grade point average.

No more than 50% of the credits in this certificate may be transferred from another institution, nor will the certificate be granted if more than 50% of the certificate credits are specifically required in the students major.

Required Courses

	Credit Hours
COMM 205 Effective Listening	3
MKTG 231 Professional Selling	3
MKTG 434 Advanced Selling	3
MKTG 436 Sales Management	3
Minimum credit hours required for the certificate:	12



More Information

Marketing Department
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The College of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP.)
http://www.acbsp.org/p/st/ld/sid=s1_001

FERRIS STATE UNIVERSITY

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