

# Certificate in Sales

## About This Program

The Sales Certificate prepares students for a challenging and rewarding career in the sales profession. The program will enhance students' abilities to sell themselves, their ideas, as well as products and services. It also equips students with knowledge and skills related to managing mutually beneficial relationships with customers. The program stresses the ethical aspects of sales, deemed a necessary prerequisite for sustainable growth. The Sales Certificate is built on a strong theoretical background but emphasizes applications and practice. The program is available to both business and non-business majors.

For additional information or questions about the undergraduate certificate, please contact the College of Business Undergraduate Advising Office at 817-272-3368 or [ugadvise@uta.edu](mailto:ugadvise@uta.edu).

## Competencies

1. Upon completion, students will demonstrate the ability to engage in sales conversations with professional buyers.
2. Upon completion, students will demonstrate the ability to create an informative, objective, ethical sales presentation.
3. Upon completion, students will understand the importance of and the role of sales force in achieving an organization's strategic plan.

## Admissions Criteria

Students seeking admission to the Sales Certificate program must have completed 45 hours of college credit with a minimum GPA of 2.0 at UT Arlington.

## Curriculum

### Foundations

|           |                                              |   |
|-----------|----------------------------------------------|---|
| MARK 3322 | CONSULTATIVE SELLING                         | 3 |
| MARK 4308 | MANAGEMENT AND LEADERSHIP OF THE SALES FORCE | 3 |

### Non-Major or Major Option 3

Non-majors must complete the following before taking foundations courses:

|              |                                  |
|--------------|----------------------------------|
| MARK 3321    | PRINCIPLES OF MARKETING          |
| or BCOM 3360 | EFFECTIVE BUSINESS COMMUNICATION |

Business majors select one of the following:

|           |                                                                                                                                                                                                                  |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BCOM 4380 | ADVANCED COMMUNICATIONS FOR BUSINESS                                                                                                                                                                             |
| MANA 4341 | NEGOTIATIONS AND CONFLICT RESOLUTION                                                                                                                                                                             |
| MARK 3370 | SOCIAL MEDIA MARKETING                                                                                                                                                                                           |
| MARK 4303 | RETAIL MARKETING                                                                                                                                                                                                 |
| MARK 4393 | MARKETING INTERNSHIP (Marketing majors only; other business majors must enroll in sales internships through their respective departments and the actual work performed in the internship must be sales focused.) |

## Program Completion

To remain eligible for the Sales Certificate program, all students must maintain a GPA of 2.0 or better with a minimum grade of C in every course taken as part of the Sales Certificate course.

Students who earn grades of D or F in two Sales Certificate program courses will be dismissed from the program.

## Advising Resource

Freshmen students will meet with advisors in the University Advising Center for at least one semester before transitioning to the College of Business.

### Location:

College of Business, Suite 107

### Email:

[ugadvise@uta.edu](mailto:ugadvise@uta.edu)

**Phone:**

817-272-3368

**Web:**

College of Business Undergraduate Advising (<https://www.uta.edu/academics/schools-colleges/business/undergraduate-advising/>)