PROFESSIONAL SALES CERTIFICATE

2025-2026 Requirements

<u>PROFES</u>	SIONAL SALES CERTIFICATE	12 credits
MKTS	205 Principles of Marketing and Sa	les 3 credits
MKTS	206 Professional Selling	3 credits
MKTS	306 Advanced Selling	3 credits
MKTS	410 Tech/Innov. Marketing & Sales	3 credits

Program Objectives

- 1. Find, evaluate, and use information effectively, ethically, and legally from a variety of formats, both traditional and technological, commonly used in the industry.
- 2. Effectively communicate thoughts and ideas through verbal, written, and electronic means to convey clear and organized information to target audiences.
- 3. Examine situations to uncover problems and opportunities, analyze information, evaluate alternatives, develop solutions, and facilitate decision-making.
- 4. Develop and refine collaboration, empathy, and influence skills to responsibly motivate and align others around opportunities within and outside of organizations.

^{*}Students cannot transfer in more than 9 credits toward the certificate requirements.

^{*}Any remaining requirements must be taken at Point Park University and cannot be taken on the Pass/No Credit Option.