

# PROFESSIONAL SALES CERTIFICATE

## 2024-2025 Requirements

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

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\*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.

### 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.