

# SALES CERTIFICATE

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Department website (<https://www.uwp.edu/learn/programs/sales-certificate.cfm>)

College: College of Business, Economics, and Computing

The Business Department offers a certificate in sales that is available to undergraduate business and non-business majors as well as non-degree seeking students.

This certificate program is accredited by the Sales Education Foundation (SEF).

## Requirements for the Sales Certificate

To be eligible for admission to this certificate program, the student must meet at least one of the following requirements:

- 54 credits earned at UW-Parkside or another college/university;
- An undergraduate degree;
- Five years of business experience, preferably at mid-level management or above or at an entrepreneurial firm;
- Associate degree and two years of business experience, preferably at mid-level management or above or at an entrepreneurial firm.

A minimum of a 2.0 cumulative GPA in required courses is required to earn the certificate.

Code	Title	Credits
<b>Required Courses</b>		
MKT 350	Marketing Principles	3
MKT 467	Selling of Financial Services	3
MKT 458	Personal Selling	3
MKT 469	Advanced Personal Selling	3
<b>Total Credits</b>		<b>12</b>

## University Requirements for Undergraduate Certificates

Course work in a certificate must be completed with a minimum 2.00 GPA. Departments or programs may require a higher GPA.

A minimum of 9 credits in a certificate program must be taken at UW-Parkside. Individual departments and programs may require more than 9 credits to be taken at UW-Parkside.