

Professional Sales, Certificate of Proficiency

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Requirements

A Certificate of Proficiency in Professional Sales at UVU offers an applied approach to professional sales. The certificate focuses on developing the knowledge and skills necessary to be able to be successful in a professional sales environment with a focus on business to business sales. Courses specialize in personal selling skills, sales coaching and sales management, sales analytics and sales strategy, along with a sales-centered internship.

Total Program Credits: 18

| Discipline Core Requirements: | | 18 Credits |
|-------------------------------|--|------------|
| | MGMT 2400 Introduction to Data Analytics for Business Professionals ¹ | 3 |
| | MKTG 3600 Principles of Marketing | 3 |
| | MKTG 3650 Professional Selling | 3 |
| | MKTG 3640 Sales Management | 3 |
| | MKTG 4610 Sales Operations | 3 |
| | MKTG 4620 Advanced Professional Selling | 3 |

Graduation Requirements:

1. Completion of a minimum of 18 semester credits.
2. Overall grade point average of 2.0 (C-) or above.
3. Residency hours-- minimum of 6 credit hours through course attendance at UVU.

Footnote:

¹ Can be taken simultaneously with MKTG 3600.

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Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in [Wolverine Track](#).

Milestone courses (pre-requisites for a course in one of the subsequent semesters) are marked in red and italicized.

| Semester 1 | Course Title | Credit Hours |
|------------------|--------------------------------|--------------|
| MGMT 2400 | Introduction to Data Analytics | 3 |
| <i>MKTG 3600</i> | Principles of Marketing | 3 |
| | Semester total: | 6 |
| Semester 2 | Course Title | Credit Hours |
| MKTG 3650 | Professional Selling | 3 |
| MKTG 3640 | Sales Management | 3 |
| | Semester total: | 6 |
| Semester 3 | Course Title | Credit Hours |
| MKTG 4610 | Sales Operations | 3 |
| MKTG 4620 | Advanced Professional Selling | 3 |
| | Semester total: | 6 |
| | Degree total: | 18 |