

PROFESSIONAL SALES CERTIFICATE

Innovation and Entrepreneurship

Course	Title	Credits
Certificate Requirements		
BU 2450	Principles of Marketing	3
BU 3280	Professional Selling Skills I	3
BU 3290	Professional Selling Skills II	3
BU 3420	Organizational Behavior (DICO)	3
BU 4250	Marketing Management	3
BU 4330	Sales Management	3
Select one of the following:		1-3
BU 3350	Event Marketing	
BU 3370	Branding and Marketing Communication	
BU 3480	Social Media Strategy	
BU 4440	Global Marketing	
BU 4620	Business Internship ¹	
Total Credits		19-21

¹ The maximum of three credits for the choice of Business Internship (BU 4620) may be accumulated in any combinations of one to three credits internships.

Professional Sales Gainful Employment Disclosure can be found here (<https://www.plymouth.edu/current-students/academic-resources/wp-content/uploads/sites/123/2018/04/Professional-Sales-Disclosure-2018.pdf>).