



The Sales Certificate provides an opportunity for any student to add a sales component to their degree program.

Some things you need to be aware of as you complete your certificate in Sales.

Eighteen credits of upper division Sales/MKT courses are required; this includes 4 required courses and two elective courses.

All courses must be completed with a C or better.

An internship is recommended for students with limited sales experience.

Contact:
April Schofield
Director, Center for Professional Selling
aschofi3@msudenver.edu
www.msudenver.edu/center-for-professional-selling
303-615-1212

Required Courses

(Prerequisites are identified in parentheses.)

		Credits	Offered
MKT 3000	Principles of Marketing (ENG 1020 or ENG 1021, completion of General Studies requirements in Oral Communication and Quantitative Literacy, and at least junior standing)	3 credits	fall/spring/summer
MKT 3160	Sales Leadership (Junior standing and prerequisite or corequisite MKT 3000)	3 credits	fall/spring
MKT 3250	Personal Selling (Junior standing)	3 credits	fall/spring
MKT 4250	Advanced Selling (capstone) (MKT 3250, and Senior standing)	3 credits	spring

Elective Courses

The minor requires two elective courses that can be any of the following:

		Credits	Offered
MKT 3300	Marketing of Services (MKT 3000 and Junior standing)	3 credits	fall
MKT 3320	Inside Sales (Junior standing)	3 credits	fall
MKT 3330	Marketing and Sales Metrics (MKT 3000 and Junior standing)	3 credits	spring
MKT 3350	Social Selling (Junior standing)	3 credits	spring
MKT 3610	Business to Business Marketing (MKT 3000 and Junior standing)	3 credits	spring
MKT 3750	Multicultural Marketing (Junior standing. Meets the University's multicultural requirement and may be added using a petition for degree exception for students using a 2019 or older catalog)	3 credits	fall/spring/summer
MKT 3981	Internship in Sales (major or minor in Marketing, Global Business or International Business, Junior standing, MKT 3000, 2.5 GPA, permission of instructor)	1-6 credits	fall/spring/summer