

Strategic Sales, Certificate

Requirements

The undergraduate Certificate in Strategic Sales requires a minimum of 18 s.h. of credit. Students must maintain a grade-point average of at least 2.00 in work for the certificate.

The certificate program is open to all current University of Iowa undergraduate students and to individuals who have earned a bachelor's degree and are not enrolled in a UI graduate or professional degree program. Students should be aware of prerequisite coursework needed before enrolling in courses for the certificate. They may count a maximum of 6 s.h. of transfer credit toward the certificate.

The Certificate in Strategic Sales requires the following coursework.

Required Courses

The required internship should be in a sales position.

Course #	Title	Hours
All of these:		
MKTG:4200	Sales Management	3
MKTG:4201	Professional Selling	3
MKTG:4203	Advanced Power Selling	3
BUS:3100	Academic Internship or Cooperative Education	0

Elective Courses

Course #	Title	Hours
Three of these:		
MKTG:3104	Sports Marketing	3
MKTG:3600	Product and Pricing	3
MKTG:4405	Marketing Sales and Promotion	3
MKTG:4410	Customer Relationship Management	3