

SALES AND MARKETING • Certificate

BEDFORD CAMPUS - DAY AND EVENING AND LOWELL CAMPUS - DAY

✓	COURSE #	COURSE TITLE	CREDITS	PREREQUISITES
_____	BU 1121	Business Mathematics	3	MA 1101
_____	BU 1123	Business Communications	3	EN 1103
_____	BU 1241	Cooperative Field Experience I or		Completion of at least 12 credits in students degree or certificate program with a GPA of 2.0 or higher and eligible for EN 1103
_____	BU 4105	General Motors Internship	3	
_____	BU 3110	International Business or		
_____	BU 3211	International Marketing or		
_____	SO_____	Economics Elective	3	
_____	BU 4101	Principles of Marketing	3	BU 1101 or *
_____	BU 4121	Advertising	3	BU 4101 or *
_____	BU 4125	Sales Principles	3	EN 2103 or higher placement
_____	CA 1101	Microcomputer Applications or		EN 2103 or higher placement and either taking, having successfully completed or tested out of EN 1101 and MA 1103
_____	CA_____	Computer Applications Elective**	<u>3</u>	
			24	

*permission of instructor

**CA 1100 will not satisfy this requirement

Program Description:

The Sales and Marketing certificate program enables students to gain essential communications and selling skills needed for successful sales and customer relations. An additional emphasis on marketing provides a foundation for career advancement. The Cooperative Field Experience is a key component of the program, giving students real industry experience and a related course focused on career development and workplace issues.

Career and Transfer Outlook:

This certificate prepares students for entry-level positions in the field of sales and marketing in a variety of industries. Some students pursue careers as sales representatives, manufacturers' representatives, marketing assistants or coordinators, or sales assistants or coordinators. The certificate may also assist those already in sales or marketing positions to upgrade their skills.

Helpful Hints:

Students are encouraged to begin taking courses aimed at completing their English and math prerequisites immediately upon entering the college. Also, students who place into reading courses on the college placement test should complete that requirement without delay.