



# SALES AND MARKETING • Certificate

BEDFORD CAMPUS - DAY AND EVENING AND LOWELL CAMPUS - DAY

✓	COURSE #	COURSE TITLE	CREDITS	PREREQUISITES
___	BUS 101	Business Mathematics	3	MAT 060
___	BUS 111	International Business or		
___	BUS 340	International Marketing or		
___	_____	Economics Elective	3	
___	BUS 140	Sales Principles	3	ENG 060 or higher placement
___	BUS 213	Business Communications	3	ENG 101
___	BUS 214	Cooperative Field Experience I	3	Completion of at least 12 credits in student's degree or certificate program with a GPA of 2.0 or higher and eligible for ENG 101
___	BUS 240	Principles of Marketing	3	BUS 110 or *
___	BUS 330	Advertising	3	BUS 240 or *
___	CAP 101	Microcomputer Applications or		ENG 060 or higher placement and either taking, having successfully completed or tested out of ENG 071 and MAT 070
___	CAP___	Computer Applications Elective**	3	
			<u>3</u>	
			24	

\*Permission of instructor  
\*\*Must be above CAP 100

### 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.

### Program Outcomes:

- Graduates of the Sales and Marketing Certificate program are prepared to:
- Demonstrate knowledge of selling and marketing skills needed for successful sales and customer relations;
  - Demonstrate knowledge of computer applications software including word, spreadsheets and presentation software skills;
  - Communicate effectively using written, oral and nonverbal techniques, including the use of technology in the gathering and presentation of information;
  - Interpret and analyze information in order to engage in critical thinking and problem solving with regard to the performance of sales and marketing activities.