

## 2023-2024 Catalog

### Professional Sales

Undergraduate Certificate

#### Academic Department

Kolbe School of Innovation & Professional Studies

The Certificate in Professional Sales Management requires the completion of a set of 6 courses offered within the General Business Program of the Kolbe School for Innovation and Professional Studies.

This certificate coursework introduces students to the process of selling as both an art and a science. In this certificate course work, students will learn how to understand the components of a sales campaign, and understand the foundations of professional selling.

In addition, the coursework will prepare a student to plan and execute a sales campaign in a B2C or a B2B environment. It will explore critical issues that include understanding the needs of customers, solution selling, as well as introducing the concept of selling at the enterprise level.

In addition to the University of St. Thomas Certificate in Professional Sales Management, the certificate course provides students with 18 credit hours in general business. These courses can be used towards the completion of an associate in applied science in general business. Credits can be transferred to a four-year program if desired.

#### Total Credits 18

#### Subject Matter Courses

Complete all of the following courses.

Item #	Course Title	Credits
<input type="checkbox"/> PHILC 1301	Philosophy of Nature and the Human Person	3
<input type="checkbox"/> GENB 2353	Foundations of Personal Sales	3
<input type="checkbox"/> GENB 2355	Personal Selling	3
	GENB 2355 Prerequisite: GENB 2353	

#### General Business Courses

Complete all of the following courses.

Item #	Course Title	Credits
<input type="checkbox"/> GENB 2343	Principles of Marketing	3
<input type="checkbox"/> GENB 2347	Principles of Management	3
<input type="checkbox"/> GENB 1320	Business Communication	3