Professional Sales, Certificate of Proficiency

A Certificate of Proficiency in Professional Sales at UVU offers an applied approach to professional sales. The certificate focuses on developing the knowledge and skills necessary to be able to be successful in a professional sales environment with a focus on business to business sales. Courses specialize in personal selling skills, sales coaching and sales management, sales analytics and sales strategy, along with a sales-centered internship.

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		**18**
Discipline Core Requirements		**18 Credits**
MGMT 2400	Data Analytics for Business [1]	3
or MKTG 2390	Professional Business Presentations	
MKTG 3600	Principles of Marketing	3
MKTG 3650	Professional Selling	3
MKTG 3640	Sales Management	3
MKTG 4610	Sales Operations	3
MKTG 4620	Advanced Professional Selling	3

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Can be taken simultaneously with MKTG 3600.

Graduation Requirements

1. Completion of a minimum of 18 semester credits.
2. Overall grade point average of 2.0 (C-) or above.
3. Residency hours-- minimum of 6 credit hours through course attendance at UVU.

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (http://www.uvu.edu/wolverinetrack/).

First Year		
Semester 1		**Credit Hours**
MGMT 2400 or MKTG 2390	Data Analytics for Business or Professional Business Presentations	3
MKTG 3600	Principles of Marketing	3
	Credit Hours	**6**
Semester 2		
MKTG 3650	Professional Selling	3
MKTG 3640	Sales Management	3
	Credit Hours	**6**
Second Year		
Semester 3		
MKTG 4610	Sales Operations	3
MKTG 4620	Advanced Professional Selling	3
	Credit Hours	**6**
	Total Credit Hours	**18**

Program Learning Outcomes

1. Demonstrate effective prospecting and approach skills using customer-centric professional selling principles.
2. Develop an effective sales management plan for organizing, staffing, training, and motivating a sales force.
3. Evaluate the effectiveness of a sales funnel implemented using industry standard tools.
4. Demonstrate effective execution of the entire sales process, from research to close, with real-life products and prospects.