

SALES MANAGEMENT UNDERGRADUATE ACADEMIC CERTIFICATE

All required coursework must be completed with a grade of 'C' or better (O-10-a (<https://catalog.uidaho.edu/general-requirements-academic-procedures/o-miscellaneous/>)).

Code	Title	Hours
BUS 303	Business Negotiations	3
MKTG 321	Marketing	3
MKTG 422	Sales Management	3
MKTG 432	Advanced Sales Management	3
Total Hours		12

Courses to total 12 credits for this certificate

1. Students completing the Sales Management Certificate will demonstrate an understanding of relevant theories as they apply to the field of business negotiations and bargaining.
2. Students completing the Sales Management Certificate will develop skills in designing and executing sales management programs.