

# SALES (CERT)

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This program was approved for students entering the university in the Summer 2023–Spring 2024 catalog year. For more information about catalog year, go to Catalog Year Information (<http://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

## Certificate in Sales

Unit: College of Business (<https://business.louisville.edu/>) (BU)  
Department: Marketing (<https://business.louisville.edu/academics-programs/undergraduate-programs/marketing/>)  
Academic Program Code(s): SALECUG

The undergraduate certificate in sales will prepare students to understand the science and language of sales and sales leadership today; to help customers solve problems and/or capture opportunities by applying a basic need satisfaction sales process; to develop long term relationships with customers built on trust and doing what is best for the customer; to understand how to build a new sales organization from strategy to performance evaluations then lead that organization from a sales leader's perspective; to analyze sales situations and apply sound business decisions; to learn how to succeed in a complex and competitive sale environment by matching an advanced consultative sales process to the customer's buying process ... all accomplished in a role-playing focused curriculum.

## Departmental Admission Requirements

Any University of Louisville student in good standing may apply to take the courses required for a sales certificate.

## Program Requirements

Code	Title	Hours
MKT 301	Principles of Marketing	3
MKT 360	Professional Relationship Selling	3
	Or SPAD 530 Sport Promotion and Sales (only available for SPAD majors)	
MKT 401	Strategic Sales Leadership	3
MKT 465	Consultative Sales	3
<b>Minimum Total Hours</b>		<b>12</b>

At least three (3) semester hours of the requirements for a certificate must be successfully completed while enrolled in the University of Louisville.