Professional Selling and Sales Management

In today’s marketplace, customers have access to more information and more vendors than ever before. Thus, success in sales now requires more than just product knowledge. You must also be able to understand your customers’ needs (especially the unspoken ones) and use those insights to form lasting win-win relationships.

The Professional Selling and Sales Management certificate will hone your listening, selling and negotiation skills. The curriculum is ideal for new sales professionals as well as for mid-career salespeople seeking leadership roles.

Curriculum (12 Credit Hours)

CORE COURSES
MKTG 7016  Professional Selling
MKTG 7026  Applied Influence Strategies
MKTG 7028  Marketing Ethics
MKTG 7032  Sales Management

ELECTIVES
MKTG 7015  Buyer Behavior
MKTG 7017  Consumer Insights
MKTG 7022  Business to Business Marketing
MKTG 7029  Direct Marketing Strategy
MKTG 7035  Marketing Strategy

Students may substitute core courses or electives with approval of Academic Director.

Highlights

- Fast, focused and flexible curriculum
- Specialized knowledge to enhance your career
- Transcripted graduate credits that can also apply toward a master’s degree

Learn More

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