

# PROFESSIONAL SALES AND MARKETING CERTIFICATE

## Description and Outcomes

The Professional Sales and Marketing Certificate equips you with skills in promotion and persuasive communication. You will build strategic messaging techniques designed to influence and inspire. You will be exposed to contemporary digital marketing tools, designed to foster productive relationships and execute complex selling tasks. This certificate prepares you to excel in selling scenarios through ethical, innovative communication and effective negotiation.

## Program Length

The Professional Sales and Marketing Certificate program consists of a minimum of 33 quarter credit hours. Upon successful completion of the program, you will be awarded a certificate.

## Program Outcomes

1. Recognize contemporary tools and processes for communicating effectively across oral and written formats in diverse social and professional environments.
2. Apply ethical principles to interpersonal and group communication to foster productive professional relationships.
3. Develop integrated communication strategies by leveraging traditional, digital, and artificial intelligence (AI)-driven platforms.
4. Demonstrate critical thinking and innovation in the execution of complex professional selling tasks.

## General Education Literacies and Professional Competencies

In addition to the discipline-specific outcomes, general education literacies and professional competencies are integrated throughout your academic program. You can review the general education literacies and professional competencies associated with your academic program in the General Education and Professional Competency Requirements (<https://catalog.purdueglobal.edu/undergraduate/general-education-professional-competency-requirements/>) section of this Catalog.

## Program Availability

For program availability, please refer to the U.S. State and Other Approvals (<https://catalog.purdueglobal.edu/policy-information/university-information/accreditation-approvals-memberships/>) section and Program Availability Information (<https://www.purdueglobal.edu/catalog-program-availability-info.pdf>).

## Policies

### Certification, State Board, and National Board Exams


Certification and licensure boards have state-specific educational requirements for programs that lead to a license or certification that is a precondition for employment. Prospective and current students must review Purdue Global's State Licensure and Certifications (<https://www.purdueglobal.edu/about/accreditation/licensure-state-authorizations/>) site to view program and state-specific licensure information.

Licensure-track programs may limit enrollment to students in certain states; please see Purdue Global's Program Availability Information



(<https://www.purdueglobal.edu/catalog-program-availability-info.pdf>) to determine enrollment eligibility.

You are responsible for understanding the requirements of optional certification exams. Such requirements may change during the course of your program. You are not automatically certified in any way upon program completion. Although certain programs are designed to prepare you to take various optional certification exams, Purdue Global cannot guarantee you will be eligible to take these exams or become certified. Your eligibility may depend on your work experience, completion of education and/or degree requirements, not having a criminal record, and meeting other certification requirements.

## Degree Plan

The  icon appears in the title of traditional courses that are also available as a set of module courses. Module course availability may be limited to certain academic calendars. See Course Types (<https://catalog.purdueglobal.edu/policy-information/university-information/approach-to-learning/>) for information about module courses.

## Program Requirements

Code	Title	Credits
CM107	 College Composition I	5
MT202	Building Customer Sales and Loyalty	5
MT219	 Marketing	5
CM310	Communication and Conflict	6
MT357	Digital Marketing Platforms and Strategy	6
MT453	Professional Selling	6
<b>TOTAL CREDITS</b>		<b>33</b>