

# SALES AND MARKETING CERTIFICATE

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This concentration combines technical sales and promotional related courses as a foundation for students seeking middle to advanced positions in the sales and marketing field. Students will be required to complete sales presentations using appropriate techniques to apply consultative and negotiation selling skills. Students will study and demonstrate effective sales techniques, plan and implement effective visual displays and presentations, and develop strong record keeping skills and management of accounts. Additional emphases in computer skills, accounting, and technical writing provide students with the needed edge for this competitive career.

## Certificate of Applied Science - Sales and Marketing

### Missoula College

**Degree Specific Credits:** 34

**Required Cumulative GPA:** 2.0

**Catalog Year:** 2017-2018

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## Summary

CAS Sales and Marketing	34
Total Hours	34

### CAS Sales and Marketing

**Rule:** All courses required

**Note:** See Program Director for scope and sequence advising. Please refer to online schedule for online course availability.

ACTG 101	Accounting Procedures I	4
ACTG 102	Accounting Procedures II	4
BMKT 109	Visual Merchandising & Display	3
BMKT 112	Applied Sales	2
BMKT 114	Psychology of Selling	3
BMKT 225	Marketing	3
CAPP 120	Introduction to Computers	3
COMX 250	Intro to Public Relations	3
CSCI 172	Intro to Computer Modeling	3
M 115	Probability and Linear Mathematics	3
WRIT 101	College Writing I	3
Total Hours		34

Minimum Required Grade: C-