

# SALES AND MARKETING CERTIFICATE

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Marketing is a vital function of any organization. The objective is to market and effectively sell products or services to sustain itself, whether for profit or not-for-profit. Opportunity is limitless, the job is never boring, you work with people, and jobs are in demand. You will train in professional sales, learn and practice exceptional customer service, and understand the psychology of selling to assist clients in meeting needs and solving problems. The curriculum also involves marketing activities, bookkeeping functions, and merchandising skills. Successful marketing and sales professionals are creative self-motivated, optimistic, work well in team environments, are organized and detail-minded.

## Certificate of Applied Science - Sales and Marketing

### Missoula College

**Degree Specific Credits:** 34

**Required Cumulative GPA:** 2.0

### Catalog Year: 2018-2019

**Note:** See Program Director for advising regarding scope and sequence, course prerequisites, and math and writing placement assessments.

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## Summary

Code	Title	Hours
Sales and Marketing Required Courses		34
Total Hours		34

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## Sales and Marketing Required Courses

Code	Title	Hours
<b>Complete all of the following courses:</b>		
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-