

Sales Administration

Undergraduate Certificate

Upskill for a Career in Professional Sales

The service industry is one of the fastest growing employment areas, and it is expected to continue to grow. With many people projected to retire within the next 10 years, the forecast is promising in terms of job growth for sales professionals. This certificate in Sales Administration provides students with the knowledge, skills, and abilities to support a flourishing sales career. The 100% online format makes it convenient to earn your certificate while working.

Course Requirements (18 credits)

Prerequisites may be required. Visit the program page for details.

- BBM 201** Principles of Management (no prerequisites)
- BBM 308** Introduction to Sales Force Management
- BBM 100** Customer Service Workshop
- BBA 430** Big Data and Visualization
- OR
- ISM 350** Information Technology Policies and Strategies
- BBM 110** Fundamentals of Ethical Sales Techniques
- BMK 320** Consumer Behavior
- BBM 330** Power and Negotiation
- OR
- HSP 201** Customer Relations in the Hospitality Industry
- OR
- SPM 310** Sales in Sports
- BBM 415** Effective Sales Presentations and Proposals

Related Programs:

- B.S. in Interdisciplinary Studies
- B.S. in Business Management

Get started today at wilmu.edu/Certificates



Dual-Credit ADVANTAGE™

SAVE TIME & TUITION

Earn a certificate AND get credit toward a degree at the same time. Through **Dual-Credit ADVANTAGE**, you can go further, faster, by applying credits to multiple degree and certificate programs, without extra time or tuition cost.

- ✓ Build your resume with sought-after credentials.
- ✓ Learn from experienced industry professionals.
- ✓ Accelerate your education while saving time and tuition.

What sets us apart:

-  Job Market Relevance
-  Affordable Tuition
-  Degree Program Alignment
-  Expert Faculty



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