

# CERTIFICATE IN BUSINESS-TO-BUSINESS SELLING

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The Business-to-Business Selling certificate provides an opportunity to develop significant knowledge and experience in addressing business customers' needs and building long-term mutually beneficial relationships. Learn about approaches for attracting customers, planning for and conducting meetings with business customers, managing a sales force, designing channels of distribution, and developing marketing strategies. This certificate may provide career advancement opportunities within selling, sales management, and business-to-business marketing.

## Requirements Effective Fall 2020

Additional coursework may be required due to prerequisites.

Code	Title	Credits
MKT 330	Business Customer Relationships	3
MKT 362	Professional Selling	3
MKT 363	Sales Management	3
Program Total Credits:		9