



College of Business
2022-2023

Sales Certificate

University Certificate

The Certificate in Sales is offered for all undergraduate students who are interested in a rewarding sales career. The courses in this certificate go beyond theory, providing students valuable skills to help them be successful in real sales environments. The courses are taught using a combination of lectures, hands-on exercise, business cases, projects, and role playing. This certificate will serve as solid evidence of a professional training in sales for company recruiters.

Students must earn at least 6 of the 12 hours required for the certificate in residence at EKU and must earn a "C" or better in all courses comprising the certificate.

Sales Certificate: 12 hours required

BUS 305 or MKT 301: Essentials of Marketing
MKT 310: Personal Selling
MKT 408: Sales Management
One course from MKT 350, 440, 470, 481, or 490

For More Information

214 Business & Technology Center
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
<https://business.eku.edu/>
<https://sales.eku.edu/>

Note:

EKU University-Awarded Certificate: University certificates are issued by the University and printed on diploma stock. University certificates are automatically recorded on student transcripts. Students who complete a university certificate must apply for graduation at the dean's office of the college offering the university certificate and pay applicable fees to cover certificate processing and mailing costs. University certificates are not awarded at the Commencement ceremony and certificate-only earners do not participate in Commencement.