

# SALES AND MARKETING C.A.S.

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

### Summary

Code	Title	Hours
Sales and Marketing Required Courses		30
<b>Total Hours</b>		<b>30</b>

**Degree Specific Credits:** 30

**Required Cumulative GPA:** 2.0

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

### Sales and Marketing Required Courses

Code	Title	Hours
<b>Complete all of the following courses:</b>		
ACTG 101 or ACTG 201	Accounting Procedures I Principles of Financial Accounting	3
BGEN 105S	Introduction to Business	3
BGEN 215	Career Readiness	3
BMKT 112	Applied Sales	3
BMKT 225	Marketing	3
COMX 111A	Introduction to Public Speaking	3
CSCI 172 or CAPP 156	Intro to Computer Modeling MS Excel	3
ECNS 201S	Principles of Microeconomics	3
M 115	Probability and Linear Mathematics	3
WRIT 101	College Writing I	3
<b>Total Hours</b>		<b>30</b>

Minimum Required Grade: C-