

SET YOURSELF APART:

OBTAIN A PROFESSIONAL SALES CERTIFICATION

Nothing happens until there is a sale!

A Sales Certification demonstrates that you have the soft skills employers want: the ability to build relationships quickly, listening proficiency, and great interpersonal communication skills. The sales certification increases the marketability of undergraduate students and sharpens the skills of aspiring sales managers. All admitted UALR students are welcome to participate in the program, you do not have to be a degree-seeking student.

Professional Sales Certificate

*Required Courses (12 hours)*

MKTG 3353 Professional Sales

MKTG 4351 Sales Management

MKTG 4355 Advanced Professional Sales

MKTG 4370 Business-to-Business Marketing