BELLEVUE COLLEGE

Sales

Certificate of Accomplishment

STUDENT NAME		SID #	
PROGRAM CHAIR		DATE	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
CORE COURSEWORK								
MKTG 101	Introduction to Marketing	5						
MKTG 102	Intro to Digital Marketing Platforms	5						
MKTG 131	Principles of Professional Selling	5						
MKTG 200	International Marketing	5						
MKTG 234	Advertising	5						
Choose one course from the following:		5						
MKTG 110 MKTG 290	Client Customer Relations (5 Cr) DECA Practicum (5 Cr)							
TOTAL		30						

The Certificate of Accomplishment in Sales provides students with a broad introductory experience in marketing and sales. Courses in digital platforms, international marketing, advertising, and sales offer students instruction matching employer needs. The program requires students to assume a management viewpoint, and develop appropriate marketing strategies that employ their newly honed skills.

LEARNING OUTCOMES

Certificate recipients should possess the skills & abilities described below:

- Establish business and marketing objectives
- Provide customer service that supports long-term relationships with consumers
- Identify sales approaches that articulate marketing messages
- Translate objectives into integrated marketing strategies and tactics
- Optimize campaigns based on data inputs and identify actionable next steps

FOR MOST UP-TO-DATE INFORMATION, GO TO:

www.bellevuecollege.edu/programs/degrees/proftech/mktg/#salescertificate

GAINFUL EMPLOYMENT DISCLOSURE

For details about our graduation rates, the median debt of students who completed the program, and other important information, please visit ***www.bellevuecollege.edu/legal/publicdisclosure***

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