

LANSING COMMUNITY COLLEGE

CURRICULUM GUIDE

Sales Specialist
Certificate of Achievement

Curriculum Code: 0242 (Effective Fall 2016 – Summer 2021)

Students in this curriculum begin to learn sales skills to enhance their performance on the job. Selling is more than getting a customer to buy a product. It is a system that involves understanding and meeting needs, educating on possibilities, and developing lasting relationships. This certificate may help prepare a student for entry level customer service positions. A sales specialist may wish to go on to earn the Field Sales or Marketing Associate Degree.

PREREQUISITES

Students should see [Course Descriptions](#) for course prerequisite information. See [Academic Assessment and Placement Testing for Student Success](#) for skills assessment and advising information.

INFORMATION

Contact the Business & Economics Department, Gannon Building, Room 190, telephone number (517) 483-1522 (Website: www.lcc.edu/business/) or Academic Advising Department, Gannon Building – StarZone, telephone number (517) 483-1904.

REQUIREMENTS

REQUIREMENTS		TOTAL: 21 CREDITS
CODE	TITLE	CREDIT HOURS
BUSN 118	Introduction to Business	3
CITA 110	Intro to Microsoft Office	3
MGMT 150	Managing Customer Relations	3
MKTG 119	Mktg/Manage Your Profess Image	3
MKTG 120	Sales	3
MKTG 200	Principles of Marketing	3
SPCH 130	Fund of Public Speaking	3

LIMITED CHOICE REQUIREMENTS

TOTAL: 9-10 CREDITS

Complete the indicated number of credits from **EACH CHOICE** listed below.

CHOICE 1: Marketing Related

9-10 Credits

MINIMUM TOTAL

30

NOTE:

1. Choose any course with a MKTG prefix not already used to meet certificate requirements. Students should confer with a Marketing Program Advisor for best fit with career plans.

SUGGESTED COURSE SEQUENCE

Students should see course descriptions to find out when departments plan to offer courses. Students who for any reason are unable to follow the course sequence suggested below (for example, those who are part-time, have transferred in courses from another school, or have prerequisites to fulfill) should contact an academic advisor for help with adjustments.

I	II
BUSN 118	MGMT 150
CITA 110	MKTG 200
MKTG 119	SPCH 130
MKTG 120	Lim.Ch.
Lim.Ch.	Lim.Ch.