



Sales Specialist C.A.

Career Community: Business

Curriculum Code: 0242

Effective: Fall 2023 – Summer 2028

Purpose of Major

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. Students may complete this certificate as part of the Field Sales and Marketing Associate of Business degree.

Milestone

Completion of MKTG 200, with a 2.0 or higher, is a key component for success in completing this program. Knowledge obtained in this course is the foundation for learning in other required courses. Students are encouraged to contact their faculty if they need additional assistance with learning the concepts presented in this course.

Contact Information

For further information, including career options, course substitutions and waivers, etc., contact the Business and Economics Department, Gannon Building, Room 1222, telephone number 517-483-1546 or the Academic Advising Department, Gannon Building – Star Zone, telephone number 517-483-1904.

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 118	Introduction to Business	3 / 3
CITA 110 or CITF 110	Intro to Microsoft Office or Intro Computer Info Systems	3 / 3 3 / 3
COMM 110 or COMM 130	Communication in the Workplace or Fundamentals Public Speaking	3 / 3 3 / 3
MGMT 150	Managing Customer Relations	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 120	Sales	3 / 3
MKTG 200	Principles of Marketing	3 / 3

Note:

Students considering completion of the Field Sales and Marketing Associate of Business degree with future transfer options:

- CITA 110 is preferred for transfer to Oakland University or Northwood University.
- CITF 110 is preferred for transfer to Eastern Michigan University.
- COMM 110 is preferred for transfer to Davenport University.
- COMM 130 is preferred for transfer to Eastern Michigan University, Ferris State University, and Northwood University.

Program of Study Required Courses, Limited Choice – *Select three courses, minimum of nine credits.*

Course Code	Course Title	Credit / Billing Hours
MGMT 200	Creative Thinking for Business	3 / 3
MKTG 130	Retailing	3 / 3
MKTG 140	Introduction to Advertising	3 / 3
MKTG 210	Marketing on the Internet	3 / 3
MKTG 221	Consumer Behavior	3 / 3
MKTG 229	Public Relations	3 / 3
MKTG 235	Marketing Internship	3 / 3

Note: Students considering completion of the Field Sales and Marketing Associates of Business degree should choose three from MGMT 200, MKTG 140, MKTG 210, MKTG 221.

Minimum Total Credit Hours

30 credits / 30 billing hours

Recommended Course Sequence

Semester I
BUSN 118
CITA 110 or CITF 110
MKTG 120
MKTG 200 – Milestone course
Limited Choice

Semester II
COMM 110 or COMM 130
MGMT 150
MKTG 119
Limited Choice
Limited Choice

LCC makes every effort to limit revisions to the pathways during their effective timeframe. However, the College reserves the right to update certificate and degree title changes, and make course changes as needed, without prior notice.