



Twin Cities Campus

Sales Certificate

Organizational Leadership, Policy and Development

College of Education and Human Development

- Program Type: Undergraduate credit certificate
- Requirements for this program are current for Fall 2021
- Required credits to graduate with this degree: 16 to 17
- Degree: Sales Certificate

This certificate is an undergraduate-level certificate. It includes 16-17 credits. The prerequisites include 60 credits required for admission and full-time student status.

This certificate will provide you with unique experiences in furthering your knowledge in sales education while developing practical skills for sales training. Additionally, the Sales Certificate curriculum embodies an important focus on education and human development as you will learn and apply critical models for sales education and training. Models for sales education include a focus on peer to peer instruction for the sales cycle, in this process, you will learn applications for teaching sales topics to a sales organization, and how to identify growth opportunities for further sales training.

Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

Admission Requirements

Students must complete 60 credits before admission to the program.

For information about University of Minnesota admission requirements, visit the [Office of Admissions website](#).

General Requirements

All students are required to complete general University and college requirements including writing and liberal education courses. For more information about University-wide requirements, see the [liberal education requirements](#). Required courses for the major or minor in which a student receives a D grade (with or without plus or minus) do not count toward the major or minor (including transfer courses).

Program Requirements

Core Curriculum

Core Curriculum: OLPD 3424 Sales Training and 2 out of 4 courses (9 credits):

[OLPD 3424](#) - Sales Training (3.0 cr)

Take two or more course(s) from the following:

[OLPD 3308](#) - Data-Driven Decision-Making in BME and HRD (3.0 cr)

or [OLPD 3401](#) - Teaching Marketing Promotion (3.0 cr)

or [OLPD 3318](#) - Introduction to Project Management (3.0 cr)

or [OLPD 4426](#) - Strategic Customer Relationship Management (3.0 cr)

Practical Experience

(Required 4 credits of Practical Experience):

[OLPD 3350](#) (Emerging Topics in Professional Sales) 2 credits Fall Semester

[OLPD 3350](#) (Advanced Topics in Professional Sales) 2 credits Spring Semester

[OLPD 3350](#) - Special Topics in Professional Sales (2.0 cr)

Electives

Must take one course from the following.

[OLPD 3828](#) - Diversity in the Workplace (3.0 cr)

or [OLPD 4401](#) - E-Marketing (3.0 cr)

or [MKTG 4031](#) - Sales Management (4.0 cr)