

Certified Sales Student

CERTIFICATE

College of Business

University of Wisconsin
Eau Claire

The Power of **AND**



Certified Sales Student Certificate

The University Sales Center Alliance, a consortium of recognized and accredited sales programs across the United States, sponsors the Certified Sales Student designation.

The Certified Sales Student Certificate recognizes students for going beyond minimal course requirements in preparing themselves for successful sales jobs and careers. Completing the process required to receive this certification helps students differentiate themselves from other students in the sales employment market. Similarly, by denoting exceptional commitment and achievement, the program assists employers in identifying the best candidates for sales positions nationwide and around the world.

Any college student attending a USCA member school can earn this certification by meeting the required coursework with authorized faculty, and completing the extracurricular experience requirements.

Requirements

To be awarded the Certified Sales Student designation, students must:

- Be a declared marketing major or minor
- Earn a minimum of 100 points by completing a minimum of 50 points of required college coursework and 50 points through extracurricular activities and experiences.
- Write a short written report describing what was done and what was learned from each of the extracurricular activities and experiences completed for the certificate. This report should become a part of the student's portfolio to be used in seeking employment in a selling or sales management position.

Coursework, 50 points minimum

Students must earn a minimum grade of "B" in each class to be counted toward the Certified Sales Student designation.

- Mktg 330 Principles of Marketing (10 pts.)
- Mktg 337 Professional Selling (20 pts.)
- Mktg 490 Advanced Sales Topics (10 pts.)
- Mktg 433 Sales Management (10 pts.)
- Mktg 338 Marketing Analytics and Technology (10 pts.)
- Mgmt 343 Purchasing and Supply Chain Management (10 pts.)
- Mktg 437 Business to Business Marketing (10 pts.)
- Mktg 332 Marketing Communications and Promotion Analysis (10 pts.)
- Mktg 391 Internship Program I (10 pts.)

Extracurricular Experience, 50 points minimum

Students must write a report describing what was done and what was learned from the extracurricular activities they completed. See list below. Activities and experiences must be approved in advance. An activity may only be counted once toward the certificate designation.

- Completed sales intern or worked in sales (20 pts.)
- Was as an active member of a collegiate business organization (10 pts.)
- Held an officer position in Pi Sigma Epsilon (10 pts.)
- Participated in sales training program (excluding retail) (10 pts.)
- Shadowed a salesperson/sales manager (10 pts.)
- Worked with a sales mentor (10 pts.)
- Read and reported on an approved personal selling or sales management book (excludes textbooks) (10 pts.)
- Attended two meetings of professional sales organization(s) (10 pts.)
- Participated in a collegiate level sales competition (10 pts.)

Questions? Contact

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