

SALES

The Certificate in Sales prepares and equips students with the knowledge and practical skills needed for success in professional selling. Students gain expertise in personal selling, negotiations, and business development, while developing strong communication and problem solving-skills. The program equips graduates to pursue careers in sales, account management, and related fields across diverse industries. The Sales Certificate program is open to all UM-Dearborn students.

The Sales Certificate requires 9 credits (3 courses). All courses are required.

Code	Title	Credit Hours
MKT 434	Sales Mgmt & Personal Selling	3
OB 403	Negotiation and Conflict Mgt	3
ENT 410	Business Development and Enterprise Growth	3
Total Credit Hours		9

Upon completion of these three courses, the student will receive the UM-Dearborn Sales Certificate.