



CERTIFICATE REQUIREMENTS: PROFESSIONAL SELLING (221)
[Embedded in Bachelor of Business Administration in Business Administration]
College of Graduate and Professional Studies
School of Business
Catalog Year: 2026-2027

EMBEDDED CERTIFICATE REQUIREMENTS (15 HOURS)

Required Courses (12 hours)

MKTG 3413 Principles of Marketing (FA, SP)
MKTG 3423 Consumer Motivation and Behavior (FA, SP)
MKTG 3433 Retailing (SP)
MKTG 3533 Personal Selling (FA)

Elective Course (3 hours)

Choose from the following:
MKTG 4433 Advertising (FA) **OR**
MKTG 4483 SEM: Social Media Marketing (SP)
OR MKTG 4553 Sports Marketing (SP) **OR**
MKTG 4613 Services Marketing (SP)

GRADUATION REQUIREMENTS

Retention GPA 2.0
Cameron GPA 2.0
Min. 4 Cr. Hrs. in Residence at CU