

Sales Leadership Center

Certificate of Professional Sales (CPS)

Program Information



The **Certificate of Professional Sales** is a document that recognizes the completion of sales related coursework and participation in development workshops and seminars. Through active engagement, students are given a gentle push outside of their comfort zones, while building their confidence and enhancing their listening and persuasion skills. The Certificate of Professional Sales offers a unique aspect on any resume, regardless of the industry or profession.

Total Points to Earn Certificate of Professional Sales: 100 points

Required Coursework- Total of 40 points (3 courses):

Mandatory: MKTG 401: Professional Selling (20 points)

Select (3) of the following elective courses:

MKTG 351: Principles of Marketing (10 points)

MKTG 353: Marketing Information Technology (10 points)

MKTG 415: Managing the Sales Force (10 points)

MKTG 442: Sales in Distribution of Consumer Products (10 points)

MKTG 495: Sales Internship (10 points)

MKTG 499: Independent Study (10 points)

Required Participation- 30 points for completing all requirements below:

Attend two meetings of Professional Sales Organizations

Attend the Sales Fundamentals Workshop (offered Fall semester only)

Attend the Sales Career Academy (offered Fall semester only)

Attend at least one of the Sales Career Fairs (offered each semester)

Compete in one of the following competitions: Titan Sales Competition (Fall) or Sales Games (Spring)

Additional Participation- Total of 30 points required:

Sales Internship/ Job (at least one semester; only one eligible, cannot duplicate) (20 points) **Verification Form Required**

Serve as Executive Officer of Business College Professional Student Organization (1 year minimum- only one eligible, cannot duplicate) (10 points) **Verification Form Required**

Shadow a Salesperson or Sales Manager for a Day (only one eligible, cannot duplicate) (10 points) **Verification Form Required**

Interact with a Sales Mentor (1 semester minimum- only one eligible, cannot duplicate) (10 points) **Verification Form Required**

Active Member of Business College Professional Student Organization (1 year minimum- only one eligible, cannot duplicate) (10 points)

Attend a Corporate Tour (only one eligible, cannot duplicate) (10 points)

Compete in Additional Collegiate Sales Competition (2 maximum competitions) (10 points)



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Extra Details/ Clarification:

Attend two meetings of Professional Sales Organizations

For Example:

Career Fair Prep. Workshop

College & Beyond Workshop Series

Mock Interviews with Sales Leadership Center

Additional Competition Options:

Any out of state competitions will count towards earning the CPS including, but not limited to:

National Collegiate Sales Competition (NCSC)

Great Northwoods Sales Warm-Up Competition

Western States Collegiate Sales Competition

National Shore Sales Challenge

Gallo Wine or Sponsored Company Competition

California State Sales Competition

Students must be selected and invited to participate in these competitions. Selection will be based on winners of the on-campus Sales Leadership Center competitions or via application, depending on the competition.

Verification Form required for the following:

Sales Internship/ Job (at least one semester; only one eligible, cannot duplicate)

Shadow a Salesperson or Sales Manager for a Day

Interact with a Sales Mentor (1 semester minimum)

Serve as Executive Officer of Business College Professional Student Organization (1 year minimum)

- This can include Latino Business Student Association (LBSA), Accounting Society, Data Analytics Club, Center for Leadership, Sales Leadership Center, etc.

To fill out a Verification Form, visit the www.business.fullerton.edu/engagement/salesleadership/Requirement