

# GUIDED PATHWAY: SALES AND MARKETING PROFESSIONAL CERTIFICATE

## BUSINESS, HOSPITALITY and GLOBAL TRADE CAREER PATH



For more information, visit the [Dallas College International Business and Trade webpage](http://www.dcccd.edu/IBT) [www.dcccd.edu/IBT] and your academic advisor at your campus.

This is an example course sequence for students interested in pursuing International Business and Trade. It does not represent a contract, nor does it guarantee course availability. Following this pathway will help you earn a Sales and Marketing Professional Certificate. Students must earn at least 25% of the credit hours required for graduation through instruction by Dallas College. Visit the catalog for [official certificate requirements](#).

The Sales and Marketing Professional Certificate is an 18-credit hour program and can be completed in one semester. The award provides students a core foundation of marketing and retailing principals as well as learning key customer service and sales professional workforce skills and techniques. Courses that complete the certificate are noted below.

Students pursuing this certificate are waived from the [Texas Success Initiative \(TSI\)](#) standards, but must meet course prerequisites.

Catalog Year	2020-2021	You may use this pathway if you entered Dallas College on or before this date.
Degree Type	Level I Certificate	
GPA Requirement	Student must earn a GPA of 2.0 or higher	
<a href="#">TSI</a>	Must be Complete	

### SEMESTER-BY-SEMESTER MAP FOR FULL-TIME STUDENTS

All plans can be modified to fit the needs of part-time students. This is not an official degree plan. See catalog for [official certificate requirements](#).

#### CERTIFICATE MINIMUM: 18 SEMESTER CREDIT HOURS

#### SEMESTER 1

Total Hours: 18

[MRKG 1311](#) – Principles of Marketing  
[MRKG 1302](#) – Principles of Retailing  
**SPECIALTY ELECTIVE** – One course\*  
**SPECIALTY ELECTIVE** – One course\*  
[MRKG 1301](#) – Customer Relationship Management  
[MRKG 2333](#) – Principles of Selling

\*Specialty Electives must be selected from the following: BUSG 2309, BUSI 1301, FSHD 1308, FSHN 2307, FSHN 2301, FSHN 2320, MRKG 1313, MRKG 1371, MRKG 2348, MRKG 2349

#### SEMESTER 1 ACTION ITEMS

1. Meet with your advisor to confirm academic and career goals before the end of the semester.
2. Meet with a career advisor or coach to research career options and opportunities for job shadowing.
3. After successfully completing the coursework listed above, apply for graduation for the Sales and Marketing Professional Certificate.
4. Sign up for commencement.
5. Join the [Alumni Network](#)!

**PATHWAY TOTAL: 18 SEMESTER CREDIT HOURS**