

Student ID: _____
Student Name: _____
Advisor Name: _____

Catalog: 2026-2027 Rowan University Academic Catalog
Program: Certificate of Undergraduate Study in Professional Sales
Minimum Credits Required: _____

Certificate of Undergraduate Study in Professional Sales

The Certificate in Undergraduate Study (CUGS) in Professional Sales targets business majors who are considering sales as a career path. The CUGS requires the two sales courses offered by the Marketing and BIS Department as well as two courses offered by Communication Studies. The goal is for students to have a full understanding of the sales function within modern organizations as well as have a better understanding of communication as it applies to the one-on-one communication that occurs in sales interactions.

This CUGS requires a total of 12 semester hours of credit with 2 required courses and 2 courses chosen from a list:

Required Courses: 6 s.h.

Course Name	Credits:	Term Taken	Grade	Gen Ed
MKT 09315 - Personal Selling	Credits: 3			
MKT 09382 - Sales Force Management	Credits: 3			

And choose 2 of the following four : 6 s.h.

Course Name	Credits:	Term Taken	Grade	Gen Ed
CMS 04270 - Persuasion and Social Influence	Credits: 3			
CMS 04220 - Interpersonal Communication	Credits: 3			
CMS 04255 - Nonverbal Communication	Credits: 3			
MKT 09391 - Business to Business Marketing	Credits: 3			

Total Required Credits for the Program: 12 s.h.

Students may satisfy program electives through coursework completed at Rowan University or transfer credits obtained from comparable coursework at other institutions.

Note: Marketing majors cannot take Business-to-Business Marketing as an elective for the CUGS.

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Notes: