



Professional Sales

SOUTHEASTERN LOUISIANA UNIVERSITY



## SALES LEADERSHIP CERTIFICATE

Southeastern offers an undergraduate certificate in Sales Leadership to help meet the demand for entry-level sales positions and sales leaders in our region and across the state.

It does not matter your major, you can attain the certificate by taking the following courses:

- **ENGL Elective**- (Such as ENGL 101 Composition or ENGL 102)
- **COMM Elective**- (Such as COMM 211 Introduction to Public Speaking or COMM 215 Interpersonal Communication)
- **MRKT 321**- Introduction to Professional Selling
- **MRKT 421**- Advanced Professional Selling
- **MRKT 425**- Sales Leadership
- **MRKT 300+ Elective** (Such as MRKT 303-Principles, 391-Sales Internship or MRKT 331-Retail Management)



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**FOR MORE INFO**

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[southeastern.edu/sales](http://southeastern.edu/sales)



# LOOKING TO GET INVOLVED?

Southeastern Professional Sales Center has many opportunities for students to grow their sales skills outside the classroom! You don't have to be a business major, just have a passion for sales.

Our students get to perform on the biggest stages in the sales world and meet representatives from companies that hire for sales from across the country. Don't miss out on these opportunities!



## OPPORTUNITIES FOR SALES STUDENTS

- **Sales Competition Team**- Hone your sales skills by participating in travel competitions, as well as learn coaching & planning skills as you prepare, help teammates & work on these fun and exciting events!
- **Internal Sales Competitions**- Are you competitive? Sharpen your skills in the sales process plus meet sales professionals as you prepare for these events!
- **PSE**- Pi Sigma Epsilon is an academic fraternity that focuses on sales & marketing. Members travel to participate in competitions & other activities as part of regional and national events.
- **AMA**- Southeastern's chapter of the American Marketing Association, gives members the opportunity to participate in regional and national competitions and conferences.
- **Sales Specific Recruiting Events**- Meet with recruiters from companies who are searching specifically for sales roles. Learn what these companies are looking for, learn networking skills & gain

