

# CERTIFICATE IN CONSULTATIVE SALES

## Why Join?

*Open to all majors | Real-world experience | Career-ready skills*

### **FIND THE RIGHT FIT FOR YOU**

Explore industries, roles, and work environments so you can graduate with confidence—not just a job offer

### **START AHEAD OF THE PACK**

Graduate with the equivalent of two years' real-world sales experience and a résumé that stands out

### **BUILD CONFIDENCE THROUGH PRACTICE**

Sharpen your skills through live role plays, CRM systems, real sales calls, and coaching with professionals

### **CONNECT WITH TOP EMPLOYERS**

Network with Fortune 500 recruiters, sales leaders, and alumni who know what it takes to succeed

### **GROW AS A COMMUNICATOR AND LEADER**

Level up your interviewing, executive presence, and relationship-building skills—no matter your career path

### **BOOST YOUR EARNING POTENTIAL**

Increase your salary prospects and unlock high-earning roles in sales, consulting, tech, and more

Ready to apply?

[neeley.tcu.edu/SalesCenter](https://neeley.tcu.edu/SalesCenter) or email [salescenter@tcu.edu](mailto:salescenter@tcu.edu)

# WHAT WE EXPECT FROM YOU

## Class Performance

- Maintain a B or better in all sales courses
- Meet or exceed your assigned sales quota in Consultative Selling

## Uphold our Core Principles

- Integrity
- Ambition
- Authenticity
- Humility
- Courage

# COURSEWORK (12 HOURS)

Course	Semester	Purpose	Difficulty
<b>Marketing Management</b> MARK 30153 (Business) or MARK 30653 (Non-Business)	As Soon As Possible	Understand core marketing concepts including customer orientation, segmentation, the 4Ps, and how marketing supports and aligns with the sales function.	Average
<b>Foundations of Selling</b> MARK 40263	Junior Year	Learn the role of sales in business while practicing professional communication, cold calling, and foundational frameworks like research, outreach, and value creation.	Above Average
<b>Consultative Selling</b> MARK 40273	Late Junior Year or Early Senior	Apply advanced consultative sales techniques, manage real accounts, and build a sales pipeline through live selling, role plays, and professional coaching.	Highest
<b>Sales Practicum</b> MARK 40770 (1.5 hrs x2)	Late Junior & Senior Year	Explore early career roles through, informational interviews, networking events, and career exploration.	Average

MARK 40770 must be taken twice (1.5 credit hours each)

Must take MARK 40263 before 40273

Practicum (MARK 40770) can be taken alongside other sales classes

Marketing majors: MARK 40263 and 40273 count as electives; MARK 40770 does not

Minimum GPA to apply: 2.5

# RECENT HIRING ORGANIZATIONS

