



TEXAS TECH UNIVERSITY

Rawls College of Business™

Texas Tech University
Rawls College of Business
Undergraduate Certificate in Sales & Customer
Relationship Management

REQUIREMENTS:

1. Completion of Lower Division Business Requirements
2. 2.75 Texas Tech GPA
3. Completion of MKT 3350 with a B or better
4. All upper level courses must be taken in residence

REQUIRED:

- MKT 4350 Personal Selling- *Prereq: B or better in MKT 3350*
- MKT 4359 Sales Management- *Prereq: B or better in MKT 3350*

CHOOSE 2 COURSES FROM THE FOLLOWING:

- MKT 4351 Customer Relationship Management- *Prereq: B or better in MKT 3350*
- MKT 4352 Sales Forecasting & Analytics- *Prereq: B or better in MKT 3350*
- MKT 4381 Sales Competition

Student Name

R#

Student Signature

Date

Advisor Signature

Date