



TEXAS TECH UNIVERSITY

Rawls College of Business™

Texas Tech University  
Rawls College of Business  
Certificate in Sales & Customer Relationship Management  
(Non-Business Majors)

**REQUIREMENTS:**

1. 2.75 Texas Tech GPA
2. Completion of BA 3301 with a B or better
3. All courses must be taken in residence

**CHOOSE 4 COURSES FROM THE FOLLOWING:**

- |          |                                  |
|----------|----------------------------------|
| MKT 4350 | Personal Selling                 |
| MKT 4351 | Customer Relationship Management |
| MKT 4352 | Sales Forecasting & Analytics    |
| MKT 4359 | Sales Management                 |

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Student Name

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R#

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Student Signature

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Date

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Rawls Advisor Signature

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Date