# Sales and Service Excellence (SSE), Undergraduate Certificate

**Total Hours:** 15 hours

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 4693</td>
<td>Marketing Strategy and Customer-Employee Interactions</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4850</td>
<td>Applied Marketing Studies (1 hour per semester for 3 semesters)</td>
<td>3</td>
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<tr>
<td>MKTG 3873</td>
<td>Marketing or International Business Internship</td>
<td>3</td>
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<td>Choose two of the following:</td>
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<tr>
<td>MKTG 3473</td>
<td>Professional Selling</td>
<td></td>
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<tr>
<td>MKTG 3513</td>
<td>Sales Management</td>
<td></td>
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<tr>
<td>MKTG 3613</td>
<td>Retailing Management</td>
<td></td>
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<tr>
<td>MKTG 4773</td>
<td>Services Marketing</td>
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</tbody>
</table>

**Total Hours:** 15

For details and latest information on this program, please contact Dr. Todd Arnold, Spears School of Business, todd.arnold@okstate.edu.