The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.

Certificate in

PROFESSIONAL SALES AND MARKETING

Move Your Career Forward with Skills Every Employer Needs

Gain the communication, marketing, and professional selling knowledge and skills to help you stand out in the workplace. The Certificate in Professional Sales and Marketing online program, developed in collaboration with the U.S. Army Recruiting Command, teaches you to communicate effectively, build trusted relationships, and leverage digital strategies and AI-driven tools to enhance your career.[1]

PURDUE GLOBAL™

Why Study Online at Purdue Global?

Reduced Tuition for Current Servicemembers

Enjoy a 55% per-credit tuition reduction for undergraduate programs and a 30% per-credit tuition reduction for graduate programs at Purdue Global.[2]

Dedicated Military Advisors

Get support from your own Military Advisor at Purdue Global, from enrollment to graduation. They're available to answer any questions you may have, they understand active-duty life, and they know the ins and outs of military education and training.

Developed for Army Recruiters

Enroll in a six-course program designed with the U.S. Army Recruiting Command to enhance the strategic communication and sales skills of Army recruiters.

Built for Working Adults

Complete courses online, without compromising your work or family schedule.

Backed by the Power of Purdue

Earn a degree you can be proud of — and employers will respect. Achieve more in your career with a name that opens doors.

Expert Faculty

Learn from business and education experts who are practicing professionals in the field. All faculty possess advanced academic degrees.

Career Services That Work for You

Capitalize on your unique combination of education, skills, and abilities to take the best next step in your career, with guidance from our experienced Career Services team.

Introductory Trial Period

Make sure online learning at Purdue Global is right for you. Try our undergraduate classes for 3 weeks before you owe any tuition. That's the Purdue Global Commitment.[3]

"I was excited to know that Purdue Global has an entire department catering to military people coming in."

NINA
BS Business Administration '23[4]

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Curriculum

While this program is built for Army recruiters, it's open to other active-duty servicemembers, veterans, and civilians who want to communicate with confidence in any professional setting. In this 6-course program, you'll learn to build customer relationships grounded in integrity and execute real-world marketing and sales strategies using today's most powerful digital and AI-driven tools.

Program Outcomes

At the end of this program, you will be able to:

- Use the latest communication tools and processes to help you speak and write effectively in diverse social and professional environments
- Build productive professional relationships using ethical principles in both 1-on-1 and group interactions
- Create integrated communication strategies that use traditional, digital, and AI-driven platforms
- Apply critical thinking and innovative approaches to execute complex professional selling tasks

Courses

- College Composition I
- Building Customer Sales and Loyalty
- Marketing
- Communication and Conflict
- Digital Marketing
- Professional Sales

Program Detail

Credit Hours: 33
Program Length: 30 weeks
Course Load: 2 courses per term
Terms: 10 weeks
Start Dates: Throughout the year
Delivery: Online

Prepare for Your Bachelor's Degree

Move forward faster by applying credits from your certificate toward a Purdue Global bachelor's degree.[5] With this stackable pathway, U.S. Army recruiters can quickly earn a career-relevant certificate, make progress toward their bachelor's degree, and maximize their tuition assistance benefit.[6] Relevant degree programs include:

- BS in Organizational Management
- BS in Communication
- BS in Business Administration

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PURDUE GLOBAL™

Career and Networking Opportunities

Industry Outlook[7, 8]

The demand for professionals with marketing expertise continues to grow across industries, while the Bureau of Labor Statistics projects 1.8 million openings each year, on average, for sales roles through 2034. Earn your certificate 100% online and be ready for real opportunities — whether you're advancing within the military, transitioning to a civilian career, or building on your existing professional experience.

Career Pathways and Outcomes

Roles

- Sales manager
- First-line supervisor
- Sales representative

Center for Career Advancement

Our team of Career Specialists connects you with job and networking opportunities, and offers the following assistance:

- Career assessment and exploration
- Resume and cover letter review
- Interview preparation and mock interviews
- Assistance in building an online presence
- Job search and networking support
- Virtual career fairs
- 24/7 online access to job openings and career development tools

Accredited by the Higher Learning Commission
Purdue Global is accredited by the Higher Learning Commission (HLC). The HLC (HLCommission.org) is an institutional accreditation agency recognized by the U.S. Department of Education.

Military Friendly
Recognized as a Military Friendly School, we offer reduced tuition rates for servicemembers, veterans, and spouses.

2025–26
Military Friendly® School

2025–26
Military Friendly Spouse School®

2025 Military
Times Best for Vets: Colleges

Contact an Admissions Advisor at 844-PURDUE-G or visit PurdueGlobal.edu.

IMPORTANT INFORMATION: PLEASE READ

For comprehensive consumer information, visit Info.PurdueGlobal.edu.

1 Purdue Global does not guarantee employment placement or career advancement. Actual outcomes vary by geographic area, previous work experience and opportunities for employment.

2 Military tuition rates cannot be combined with other Purdue Global tuition reductions or ExcelTrack® pricing. Per-credit tuition reductions are based on standard tuition rate of $371.00.

3 Students who inform Purdue Global they do not wish to pursue the program during the 3-week trial will not be charged. Students who choose to continue at Purdue Global will be billed for the full first term's tuition, including the 3-week trial, and will need to meet other specific requirements. Classes will be applied toward a degree if satisfactorily completed and students select to continue their studies at Purdue Global. No credits are earned if the student withdraws during the introductory period (3 weeks for new qualifying undergraduate students), which begins day one of the first term. Graduate programs and BS in Professional Flight not included. Additional terms may apply to international and non-U.S. citizen students. For further information, see the University Catalog.

4 This testimonial was obtained by Purdue University Global. The views and opinions expressed are those of the individual; student experiences may vary.

5 Purdue Global does not guarantee transferability of credit. See the University Catalog for the Prior Learning policy.

6 The University cannot guarantee that students will be granted admission to any future programs.

7 Source: U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, Advertising, Promotions, and Marketing Managers, https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

8 Source: U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, Sales Occupations, https://www.bls.gov/ooh/sales. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

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