



Sales Coordinator

CREENTIALS AND COURSEWORK

Higher Ed Coursework (Year 3)

Course	Description	Approx. Cost*
Principles of Marketing	Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the consumer.	\$800
Business Ethics	Examines major ethical theories and then applies ethical decision-making criteria to various moral issues and challenges in a business environment.	\$800
Business Communications and Report Writing	Emphasizes effective business writing and cover letters, memoranda, reports, application letters, and resumes. This course includes the fundamentals of business communication.	\$800
Interpersonal Communication	Examines the communication involved in interpersonal relationships occurring in family, social, and career situations.	\$800
Introduction to Business	Introduces the application of fundamental business principles to local, national, and international forums. This course examines the relationship of economic systems, governance, regulations, and law.	\$800

Credential Options

Credential	Organization	About	Exam Cost
Salesforce Administrator	Trailhead	Users will learn the necessary functions to house and analyze data. The exam covers applications, features and functions available to users. Free preparation through Trailhead.	\$200
Competent Communicator Award	Toastmasters	Apprentices will complete ten different public speaking projects as a member of their local Toastmasters chapter. The Competent Communicator award is distributed after completing the ten projects.	\$45/6 mos.
Microsoft Office Specialist (Associate)	Microsoft	Users will need to demonstrate proficiency in Word, Excel, and Powerpoint. Specialist Certifications can also be earned for one of the applications, as opposed to all three for the Associate Designation.	\$300

*Training and Higher Ed Coursework may vary based on the needs of the employer and the trajectory of the apprentice. The above information suggests a sample of what the apprenticeship would entail.