

# BUSINESS STUDIES - SALES

**Program:** BSSA  
**Credential:** Certificate  
**Delivery:** Part-time  
**Duration:** 252 Hours  
**Effective:** Fall 2026  
**Location:** Barrie

## Description

This program introduces students to the various functional aspects of sales. Graduates are able to apply planning, assessment, analysis, sales, research and analytical skills in support of sales activities of an organization. In addition, graduates are able to participate in the design of an organization's marketing plan and the preparation of its business plan.

A Sales Certificate of Achievement is available to all students who want to learn about the fundamentals of today's business world's marketing functions at a college level. Students can expect to acquire the knowledge, skills and attitudes necessary for an entry level position in a variety of marketing settings including participation in the design of an organization's marketing and business plan.

## Career Opportunities

Graduates may be eligible for entry level positions within advertising agencies, sales/marketing firms, insurance companies, wholesalers, retailers and non-profit organizations.

## Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. contribute to the development of an integrated marketing communication strategy for marketing products, concepts, goods or services based on an identified target market, including the development of strategies for the efficient and effective distribution of these products;
2. analyze strategic marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria;
3. communicate marketing information persuasively and accurately in oral, written, and graphic formats;
4. analyze the strategic marketing planning process as it relates to the specific concepts and principles involved in the four key components of the marketing strategy-product, price, distribution and promotion;
5. prepare and deliver a sales presentation.

## External Recognition

The Canadian Professional Sales Association has established an educational training requirement for the CSP designation (Certified Sales Professional). Upon completion of the Sales Certificate of Achievement, students could apply these credits for recognition by CPSA for the Sales Certificate Program portion of the designation. For further information, please contact CPSA at [www.cpsa.com](http://www.cpsa.com) (<http://www.cpsa.com>) or 1-888-267-2772.

## Admission Requirements

OSSD or equivalent with

- Grade 12 English (C or U)
- any Grade 11<sup>1</sup> or 12 Mathematics (C, M, or U)

<sup>1</sup> Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: [www.georgiancollege.ca/admissions/academic-regulations/](http://www.georgiancollege.ca/admissions/academic-regulations/) (<https://www.georgiancollege.ca/admissions/academic-regulations/>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit for Prior Learning website for details: [www.georgiancollege.ca/admissions/credit-transfer/](http://www.georgiancollege.ca/admissions/credit-transfer/) (<https://www.georgiancollege.ca/admissions/credit-transfer/>)

## Graduation Requirements

4 Program Courses  
 2 Program Option Courses

## Graduation Eligibility

The passing weighted average to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course.

## Program Tracking

Program Courses		Hours
COMM 2017	Work Environment Communication	42
MKTG 1000	Introduction to Marketing	42
MKTG 1001	Planning the Marketing Strategy	42
MKTG 1003	Principles of Sales	42
Program Option Courses		
Select 2 - 42 hour courses from the available list during registration.		84
<b>Hours</b>		<b>252</b>
<b>Total Hours</b>		<b>252</b>

**Code Title**

**Program options may include:**

COMP 1003	Microcomputer Applications
LAWS 2000	Business Law
MGMT 3001	Managerial Decision Making
MKTG 2010	Sales Management

## Graduation Window

Students registered in part-time studies programs must maintain continuous registration in order to complete the program according to the curriculum in place at the time they were admitted. Students who do not

remain continuously registered must be readmitted to the program and follow the new curriculum.

**Disclaimer:** *The information in this document is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs.*

*Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.*