

**Southern Polytechnic State University
Industrial Engineering Technology Department**

Certificate in Engineering Sales

Seven Courses Required

The primary objective of the *Certificate in Engineering Sales* is to provide training and education to members of the Distribution and Supply Chain industry that need to improve skills and knowledge in the latest sales techniques available in the distribution field. Students can complete the requirements in 3-4 semesters. The courses may also be applied toward completing a B. S. degree in Industrial Engineering Technology.

The program will be offered on campus, through distance learning, and over the Internet.

Admission Requirements

Applicants must meet all undergraduate admission requirements.

Required Courses

IET	3424	Engineering Economy	3
IET	3430	Industrial and Consumer Marketing	3
ET	3434	Distribution Channels	3
IET	4375	Engineering Sales Law	3
IET	4435	Fundamentals of Engineering Sales	3
IET	4437	Industrial Sales Development & Control	3
IET	4447	Purchasing and Supply Chain Systems	3
			21 credits
Total			21 credits

Descriptions for Required Courses:

IET 3424 Engineering Economy

3-0-3

An introduction to the effect of the time value of money and the tax consequences upon the economic analysis of engineering problems.

IET 3430 Industrial and Consumer Marketing

3-0-3

A detailed study into industrial marketing and the major factors that are involved in the successful marketing of an industrial product. This is compared and contrasted into the consumer marketing process. Emphasis is on industrial marketing from a technical sales perspective, and the techniques used to support a successful technical sales program. The similarities and differences to consumer sales are also discussed.

IET 3434 Distribution Channels

3-0-3

A study of the operational and control aspects of distributorships which market industrial products. Includes financial transactions of the wholesale distributors.

IET 4375 Engineering Sales Law

3-0-3

The study of general law of property and bailments, sales and product liability; and patents, copyrights, and trademarks.

IET 4435 Fundamentals of Engineering Sales

3-0-3

A study of the basic fundamentals of personal selling in the context of selling industrial or technical products. Current readings and up-to-date selling techniques will be examined.

IET 4437 Industrial Sales Development and Control

3-0-3

A study of the basic principles underlying the development and control of a sales force. Topics covered include sales planning, selection and training of a sales force, sales compensation and motivation, establishment of sales territories and evaluation of sales personnel. Guest speakers will be invited to lecture the class.

IET 4447 Purchasing and Supply Chain Systems

3-0-3

A study of the planning of purchasing and materials activities. Topics covered will include specification and standardization, vendor evaluation, receiving and storage, pricing, reciprocity, negotiation, legal aspects, and computer based purchasing. Just-in-time (JIT) ordering, bar code labeling, and electronic data interchange (EDI) will be examined.