

Direct Sales Certificate

This fifteen credit hour certificate is designed to prepare students to achieve their entrepreneurial dream by becoming an independent contractor to one of the numerous companies in the Direct Selling Industry. As reported by the Direct Selling Association (DSA), in 2009 the United States direct retail sales reached \$28.33 billion and reported 16,100,000 persons in the US generated all or part of their livelihood as independent contractors to direct sales companies. Successful completion of this certificate will provide the student the ability to develop, grow and sustain their career as an independent contractor in the direct sales industry. Coursework includes curriculum from both the Entrepreneurship (ENTR) and Marketing and Management (MKT) programs. This certificate development resulted from collaboration between the National Association of Community College Entrepreneurship (NACCE), the Direct Selling Association (DSA), and the Direct Selling Education Foundation (DSEF). It is recommended that students also complete the 7-credit hour Business Plan Certificate (Major Code 4810).

Suggested/Sample Course Sequence

The sequence taken by the student may vary depending on prerequisites, course availability, and personal/ professional responsibilities.

(Direct Sales -Major Code 4630; State CIP Code 52.0799 and Business Plan -Major Code 4810; State CIP Code 52.0710)

- Entrepreneurship (<http://www.jccc.edu/entrepreneurship>)

Required Courses

ENTR 185	Fundamentals of Direct Sales	3
BUS 175	Business Professional Skills	3
MKT 134	Professional Selling	3
MKT 205	eMarketing	3
MKT 202	Consumer Behavior	3
Total Hours		15

Additional Certificate

Business Plan Certificate (<http://catalog.jccc.edu/fall/degreecertificates/entrepreneurship/business-plan-certificate>)

This certificate is designed for students who are interested in opening their own service business providing administrative assistance to businesses. Coursework focuses on fundamental knowledge necessary to own and operate an entrepreneurial venture, evaluating the feasibility of the business idea, and concludes with writing a business plan to start, grow and sustain a business venture. The business plan certificate is recommended for students to add to their Direct Sales certificate.

Total Program Hours: 15