

MEDICAL SALES CERTIFICATE

Health and Human Enrichment

Sales Professionals in this high demand and growing field have amazing careers working with and supporting surgeons to improve patient outcomes. Medical Device representatives typically specialize in sales in a specific area such as pharmaceuticals or implantable devices like aortic heart valves, fracture repair kits, or hip and knee replacements.

This program will focus on medical terminology, how to conduct yourself in an operating room, a working knowledge of orthopedic devices, and professional sales techniques.

Course	Title	Credits
Required Courses		
BI 2110 & BI 2130	Human Anatomy and Physiology I and Human Anatomy and Physiology Laboratory I (OR)	4
BIDI 2010	Human Biology I (SIDI,WECO)	
SAL 3280	Professional Selling Skills I	4
NR 4111	The Language and Culture of Health Care	2
AHS 4111	Medical Sales: Orthopedic Devices	4
SAL 4710	Medical Sales Capstone	4
Recommended Courses		
SAL 3290	Professional Selling Skills II	
Total Credits		18

Learning Outcomes - students will be able to:

- Discuss the titles and roles of hospital personnel
- Summarize and demonstrate the principles of aseptic technique
- Identify the critical elements of health care privacy and ethics
- Converse at an appropriate level using anatomical and medical terminology
- Apply knowledge of pathomechanics discussing and demonstrating the various medical device options
- Explain common surgical devices to repair orthopedic injuries
- Apply the fundamental skills frequently used by front line representatives in this complex field.
- Demonstrate specific sales skills unique to the user, buyer and additional administrators in this field

Career Pathways:

- Medical sales
- Healthcare sales
- General sales