



Professional Sales and Strategic Marketing

Overview

Please note that the name of this program has changed to Professional Sales and Strategic Marketing as of Fall 2025. The program was previously Commerce Industry Sales and Marketing.

- One-year certificate
- Laptop required (view [Computer/Laptop Requirements](#))
- September entry date
- Exchange District Campus, Winnipeg
- Accreditation opportunity
- Recognized by the Canadian Professional Sales Association (CPSA)
- International applicants please visit [Academic Program, Dates and Fees](#) for a listing of programs for international students, current availability and online application instructions.

Description

This program develops the knowledge and personal selling skills you require for building and maintaining long-term partnerships and for achieving sales success.

The program promotes a needs-satisfaction selling philosophy supported by strategic selling techniques. It focuses on the selling function of marketing and its relation to an overall marketing strategy.

Selling is well-suited to learning through application, with the use of oral presentations and salesperson and customer role plays. Throughout the program you will have many opportunities to practice your presentation and selling skills and to review your performance.

You will study the various functions of marketing. You will strengthen your interpersonal skills and develop the persuasive communication strategies you need for success in sales.

The Career and Personal Development courses will expose you to the real world of business and help you identify the areas in the field of personal selling that you are interested in. In addition to exploring your career interests, you participate in a number of workshops to develop the skills that will help you both in the program and in your professional career.

After you apply, you will be invited to attend an information session to inform you about your career choice and prepare you for the demands of the program. Although attendance is not mandatory, you are encouraged to take advantage of this opportunity.

Admission Requirements

Your Academic History

If your academic history includes any of the following, please visit [My Education](#) for important information: post-secondary studies at an institution other than Red River College Polytechnic; Modified (M), English as an Additional Language (E), or GED high school courses; or home schooling; international secondary (high

school) studies.

The college requires transcripts verifying your complete academic history including any public or private high school, college, university, or technical institute you have attended.

Please check the [Program Overview](#) page, to see if this program is for Manitoba residents only.

DOCUMENT SUBMISSION

Upload Through Your Future Student Account

- Scan your document(s) and save the file. Ensure you keep your original documents as the College may request to see them at any time.
- Go to apply.rrc.ca and log in.
- Click on your application, then Supplemental Items & Documents.

If you do not have a Future Student Account or require assistance, please contact our Student Service Centre at [204-632-2327](tel:204-632-2327).

Internationally Educated Applicants - visit www.rrc.ca/credentials for credential assessment information.

Submission of required documentation indicating proof of completion of admission requirements is due within 15 days of applying unless otherwise noted in the program's admission requirements.

However, if you apply within 6 weeks of the program start date, admission requirements are due within 5 days of applying.

Regular Admission Requirements

1. Grade 12

- Submit proof of graduation from or enrolment in Grade 12
- If you provide proof of enrolment at time of application, your official final grades indicating successful completion must be submitted by July 15 for fall enrolment or by the deadline specified in your admission letter
- If you are required to complete an English language assessment, do not submit your transcripts until requested to do so. See English Language Requirements (ELRs) for more information.
and

2. English Language Requirements (ELRs)

- Answer this question to determine if you meet this program's ELRs:
Have I successfully completed 3 years of full-time high school (secondary) education in Canada, the United States, or an [ELR exempt country](#) where English was the language of instruction?
 - If YES, you meet English language requirements. Apply and then submit your transcripts* for review
or
 - If NO, submit proof of meeting an [ELRs option](#). If you choose the English language assessment option, review [this program's approved assessments and required levels](#).
or
 - If you completed all of your education in Canada, the United States, or an [ELR exempt country](#) in English but you did not graduate high school, submit your transcripts* for review.
- * If your transcripts are from the USA or an [ELR exempt country](#), we will assess an [International Credentials Assessment Fee](#) to be paid before your transcripts will be reviewed.

Mature Student Admission Requirements

If you are 19 years of age or older and have been out of high school for a minimum of one year at time of

application, and you do not meet the regular admission requirements, you may apply under the Mature Student admission requirements.

1. Academic Requirement

- High school graduation is not required, but you must have successfully completed or be enrolled in:
 - One credit in each of the following courses:
 - Grade 12 English (40S)
 - Grade 11 Math (30S)or
 - RRC's Introduction to Business program (this program is no longer offered by the College)
- If you provide proof of enrolment at time of application, your official final grades indicating successful completion must be submitted by July 15 for fall enrolment or by the deadline specified in your admission letter
- If you are required to complete an English language assessment, do not submit your transcripts until requested to do so. See English Language Requirements (ELRs) for more information.
and

2. Meet Regular Admission Requirement 2

English Language Assessments

⚠ The College reserves the right to modify this information without notice or prejudice.
🕒 ASSESSMENT RESULTS MUST BE DATED NO MORE THAN TWO YEARS PRIOR TO YOUR APPLICATION DATE!

Approved English Language Assessments

English Language Assessment	Minimum Scores for Certificates, Diplomas and Advanced Diplomas, and Post Graduate Certificates, Post-graduate Diplomas	Minimum Scores for Bachelor Degrees and Creative Communication
CAEL Online or In-Person	Overall band score of 60	Overall band score of 70 and Writing of 60
IELTS Academic Level	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
Password Skills	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
LINC Certificate	7	8
Duolingo Language Test	115 and above+ with a min. of 95 in each section	125 and above with a min. of 100 in each section
New English for Academic and Professional Purposes	Successful completion of the program 5 (min 70%)	Successful completion of the program 5 (min 70%)
PTE	54 overall Min 50 in each skill	60 overall Min 55 in each skill band
TOEFL-ibt Academic Level	80 (20L, 20S, 19R, 21W)	90 (22L, 22S, 22R, 24W)
Academic English Program for University and College Entrance Program (AEPUCE)	Successful Completion	Successful Completion
CELBAN	N/A	N/A

Who Should Enrol?

Certain characteristics describe the successful salesperson. If you are considering a career in sales, you should possess the following traits:

- Have strong interpersonal skills
- Be self-motivated
- Be mature
- Have a positive attitude and be enthusiastic
- Be dependable
- Be flexible
- Have a genuine interest in helping people

As this program is academically demanding, good time management skills are essential. You will be required to work on projects and assignments outside of classroom hours.

Locations, Dates and Fees

Next Estimated Term 1 Start Date (subject to change)

Location	Start Date	
Roblin Centre (Prev. PSC)	Aug 25, 2025	Apply Now

Costs (estimates only; subject to change)

Program/Student Fees	
Year 1	\$5,550.00 ¹
Books and Supplies	
Year 1	\$1,700.00
Program/Student Fees (International)	
Year 1	\$16,518.00 ²

¹ This fee is based on the existing fees for Commerce Industry Sales and Marketing and will increase for 25-26.

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Students may apply for financial assistance through the Manitoba Student Aid program. For general information on applying please call [204-945-6321](tel:204-945-6321) or [1-800-204-1685](tel:1-800-204-1685), or visit their website at www.manitobastudentaid.ca, which also includes an online application. For detailed information, please visit one of the [RRC Polytech Student Service Centres](#) or call [204-632-2327](tel:204-632-2327). Applicants requiring financial assistance should complete their student loan applications well in advance of the class start date.

Program Outline

The program is divided into two terms. You need a minimum term GPA of 2.0 in Term 1 to be eligible to proceed to Term 2. To meet graduation requirements, you must successfully complete all courses in the program.

Please click below to download the program At a Glance Sheet:

https://catalogue.rrc.ca/files/File/catalogue/PRSSF_AtAGlance.pdf

Courses and Descriptions

Year 1	
Term 1Credit Hours	
ADMN-1010 Introduction to Canadian Business	3
COMM-1215 Sales Communications	3
COMP-1255 Business Applications	6
MRKT-1017 Marketing Foundations	6
SALE-1010 Basic Sales	6
Term 2Credit Hours	
COMM-2055 Client Relationships	3
COMM-2215 Advanced Sales Communications	3
FNCE-1013 Business Environments	3
MGMT-1083 Sales Management and Administration	6
PDEV-1055 Professional Development 1	3
SALE-1016 Advanced Sales	6

ADMN-1010 Introduction to Canadian Business **RPL**

This course is designed to introduce the student to the complexities of the Canadian business environment. Exposure to business frameworks, accounting, finance, marketing, management, human resource management and operations management will be provided. Special emphasis is placed on small business; the driver of the economy and creator of most new jobs. The course will include case studies, applications, and analyses of Canadian businesses.

COMM-1215 Sales Communications

This course teaches the student effective writing and speaking techniques used to strengthen their interpersonal and business communication skills. The student will learn to plan, organize, write, and revise routine business correspondence. Additionally, the student will develop skills in business, telephone, and email etiquette, and learn how to create a good first impression. The student will prepare for and deliver oral presentations using a variety of multi-media.

COMM-2055 Client Relationships

This course further develops the student's communication skills as they apply to the world of business. The

student will learn to select appropriate modes of communication and practice with applying different types of strategies in managing client relationships and building networks. The significance of teamwork in business through participation in group work will be examined. The student will also practice and develop client interview skills applicable in all areas of business to support internal and external customer service, problem solving, needs assessment and sales. Technologies will be explored including the application of Customer Relationship Management (CRM). The student will also submit a series of documents used in business communication.

Prerequisites:

Take [COMM-1173](#), [COMM-1000](#) or [COMM-1215](#)

COMM-2215

Advanced Sales Communications

This course provides more exposure to business etiquette skills. Students will plan, organize, and create a pitch deck. Additionally, students will deliver persuasive sales presentations, learn negotiation styles, and conduct effective meetings.

Prerequisites:

[COMM-1215](#)

COMP-1255

Business Applications [RPL](#)

This course is offered in a blended format featuring online content with in class workshops on current topics in computing. This is a hands-on course where the student will develop skills in the use of Windows, Word, and PowerPoint, advanced skills in Excel and exposure to relational databases. A final project integrates these applications.

FNCE-1013

Business Environments

This course is designed to describe the basic workings of the Canadian legal system and identify the fundamentals of Canadian contract law. The course will examine legislation and regulations relevant to sales and marketing. Additionally, the student will recognize and calculate the various forms of financially acquiring an asset.

MGMT-1083

Sales Management and Administration

This course builds sales management competencies in strategic planning and implementation, leading and coaching, technological skills, and workforce diversity management within a competitive business environment.

Prerequisites:

[MRKT-1017](#)

MRKT-1017

Marketing Foundations

This course focuses on the high level role that marketing plays in strategic planning and organizational management. This course takes a student-centred approach to the current customer-focused marketing landscape in today's digital and global world. The student will gain an in depth understanding of the marketing mix and the impact these elements have on the marketing process. The student will apply the broad framework of market segmentation using the concepts of segmentation, targeting and positioning (STP). The student will segment a market by organizing the market into groups, use targeting to send a message to potential segments, and use positioning to identify how customers view a product or service.

PDEV-1055
Professional Development 1

Learn and practice skills, attitudes and behaviours to succeed in a diverse professional environment. The student will reflect on past and current experiences to gain confidence in their abilities and build better professional relationships. Through a series of interactive workshops, discussions and role playing, the student will compare differences in behaviours and ethics in various business environments.

SALE-1010
Basic Sales

This course will introduce basic selling theory as well as develop tactical and strategic selling skills essential in achieving sales career success. The course focus is on the establishment and maintenance of profitable long-term business relationships.

SALE-1016
Advanced Sales

Business-to-business selling involves complex buying situations featuring professional buyers. Business-to-consumer selling has become increasingly technologically complex. This course develops successful sales competencies for both B2B and B2C environments.

Prerequisites:

[SALE-1010](#)

Computer/Laptop Requirements

Professional Sales and Strategic Marketing requires a Microsoft Windows 10 or Windows 11 device.

MacOS is not compatible with business software used in this program; please see footnote at the bottom of this page.*

Devices must be ready to use on the first day of classes (or orientation) and students should be familiar with the basic operation of their machine. Electronic resources, software and applications will be introduced in the first few days of the term and will be in use during classes almost immediately.

Students do not have to buy from a specific vendor or manufacturer; they are free to find the best device that meets or exceeds the minimum specifications for their program.

Minimum hardware requirements:

Hardware	Minimum Requirement
Processor	Intel® Core™ i5 Processor or AMD equivalent
RAM (memory)	8 GB RAM

Hardware	Minimum Requirement
Webcam	Integrated or external
Headphones	USB, with integrated microphone
Wi-Fi	IEEE 802.11ac / n
Ports	One USB 2+, HDMI

Additional Considerations:

- Students are responsible for their own device maintenance and repairs (operating system and hardware)
- RRC Polytech will provide on-campus network connectivity, and will provide support for software licensed by the College.
- Microsoft Office 365 is provided at no additional charge for students
- Laptops with 4-6 hours battery life between charges are ideal for on-campus learning
- Ensure you have a reliable internet connection while off-campus; RRC Polytech recommends a minimum speed of 10 mbps for download, 3 mbps for upload

*If you intend to use a Mac, you must configure your Mac to run Microsoft Windows. What does this mean for you? This means that your instructors will be teaching in a Microsoft Windows environment, and you will require Microsoft Windows to participate in classroom activities and to complete graded assignments.

Recent Changes

Please note that the name of this program has changed to Professional Sales and Strategic Marketing as of Fall 2025. The program was previously Commerce Industry Sales and Marketing. While the general learning outcomes for this program have not been changed, there have been recent changes to align courses in Professional Sales and Strategic Marketing with other programs in Applied Commerce and Management Education to improve pathways for students.

Transfer Credit Opportunities

Transferring credits to other post secondary institutions

Thompson Rivers University

For more information, contact the Thompson Rivers University Admissions department.

Continuing Education

For advanced training, you can take continuing education classes to further develop your background as a managerial candidate. There are programs at Red River College and universities that will advance your training in accounting, business administration, and communications.

Recognition of Prior Learning

Recognition of Prior Learning (RPL) is a process which documents and compares an individual's prior learning gained from prior education, work and life experiences and personal study to the learning outcomes in College

courses/programs. For more information, please visit www.rrc.ca/rpl.

Employment Potential

Graduates of this program have gained employment as sales and marketing representatives selling business-to-business (B2B) in various industries, including the following:

- Industrial equipment
- Food and beverage products
- Publishing
- Office supplies and equipment
- Transportation services
- Financial services
- Communications products
- Consumer goods and services

Academic Advising Service

Our academic advising service can provide information about our full-time programs, explain program admission requirements, and help you select the right program to meet your career and academic goals. We can also connect you with helpful people, resources, and supports.

- For more information visit [academic advising](#).
- If you are an Indigenous student, you can contact an [Indigenous Admissions Advisor](#).
- If you are an international student, you can contact [International Education](#).

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Red River College Polytechnic endeavours to provide the most current version of all program and course information on this website. Please be advised that classes may be scheduled between 8:00 a.m. and 10:00 p.m. The College reserves the right to modify or cancel any course, program, process, or procedure without notice or prejudice. Fees may change without notice.