## New graduate certificate program launches at Seneca

Published 5/17/2022 by Stephanie Conte

Seneca is launching the Professional Selling graduate diploma program starting in January 2023.

The eight-month skills-based program focuses on developing a technology-driven, postpandemic salesforce, so that individuals will be ready to add value in a number of roles upon graduating. Students will learn the latest skills about modern sales technology, communication strategies and B2B marketing.

tags : student-news