**PROFESSIONAL SALES - UNDERGRADUATE CERTIFICATE**

College of Business Administration
Department of Marketing and Entrepreneurship
www.kent.edu/business/marketing

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**Contact Information**
- 330-672-2170
- Speak with an Advisor
  - Kent Campus
  - Stark Campus

**Fully Offered**
- Kent Campus
- Stark Campus

**Examples of Possible Careers**

*Advertising sales agents*
- 6.5% decline
- 139,200 number of jobs
- $54,940 potential earnings

*First-line supervisors of non-retail sales workers*
- 8.3% decline
- 409,800 number of jobs
- $78,560 potential earnings

*First-line supervisors of retail sales workers*
- 5.5% decline
- 1,476,400 number of jobs
- $41,580 potential earnings

**Additional Careers**
- Account representative
- Sales consultant
- Sales manager
- Sales executive
- Inside sales representative
- Business development manager or representative

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**Description**
The Professional Sales undergraduate certificate provides a broad spectrum of employment opportunities when combined with many different majors. It gives students the added edge in job hunting for sales related positions.

**Admission Requirements**
The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

**Freshman Students on the Kent Campus:** The freshman admission policy on the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The Admissions Office at the Kent Campus may defer the admission of students who do not meet admissions criteria but who demonstrate areas of promise for successful college study. Deferred applicants may begin their college coursework at one of seven regional campuses of Kent State University. For more information on admissions, including additional requirements for some academic programs, visit the admissions website for first-year students.

**Freshman Students on the Regional Campuses:** Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

**English Language Proficiency Requirements for International Students:** All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score, minimum 48 PTE score or minimum 100 DET score; or by completing the ESL level 112 Intensive Program. For more information on international admission, visit the Office of Global Education’s admission website.

**Transfer, Transitioning and Former Students:** For more information about admission criteria for transfer, transitioning and former students, please visit the admissions website.

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**Program Requirements**

**Certificate Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>ECON 22060</td>
<td>PRINCIPLES OF MICROECONOMICS (KSS)</td>
<td>3</td>
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<tr>
<td>ENTR 37045</td>
<td>SALES IN THE ENTREPRENEURIAL VENTURE</td>
<td>3</td>
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<tr>
<td>or MKTG 45046</td>
<td>PROFESSIONAL SELLING</td>
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<tr>
<td>or MMTG 35030</td>
<td>SALES AND SALES MANAGEMENT</td>
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<tr>
<td>MKTG 25010</td>
<td>PRINCIPLES OF MARKETING</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 45047</td>
<td>ADVANCED PROFESSIONAL SELLING</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 45192</td>
<td>SALES INTERNSHIP (ELR)</td>
<td>3</td>
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Minimum Total Credit Hours: 15

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*Note: Source of occupation titles and labor data is from the U.S. Bureau of Labor Statistics’ Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.*
An internship application and faculty approval are needed prior to registration for this course. MKTG 45192 may be substituted by a specific, department-approved course if the student has two or more years of full-time experience as a salesperson that includes completion of a rigorous, formal training program. The courses selected may not be double-counted; that is, the selected course must be outside the course requirements for any major or minor the student is pursuing.

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**Graduation Requirements**

<table>
<thead>
<tr>
<th>Minimum Certificate GPA</th>
<th>Minimum Overall GPA</th>
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<tbody>
<tr>
<td>2.000</td>
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