

PROFESSIONAL SALES - UNDERGRADUATE CERTIFICATE

College of Business Administration

Department of Marketing and Entrepreneurship
534 Business Administration Building
Kent Campus
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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.

Fully Offered At:

- Kent Campus

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 new freshmen.

Freshman Students on the Regional Campuses: Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Regional Academic Center in Twinsburg, 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 or minimum 48 PTE 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.

Program Requirements

Certificate Requirements

[C149]

Code	Title	Credit Hours
Certificate Requirements		
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
ENTR 37045	SALES IN THE ENTREPRENEURIAL VENTURE	3
or MKTG 45046	PERSONAL SELLING	
or MMTG 45030	SALES AND SALES MANAGEMENT	
MKTG 25010	PRINCIPLES OF MARKETING	3
MKTG 45047	ADVANCED PROFESSIONAL SELLING	3
MKTG 45192	SALES INTERNSHIP (ELR) ¹	3
Minimum Total Credit Hours:		15

¹ 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.

Graduation Requirements

Minimum Certificate GPA

2.000