

# PROFESSIONAL SALES - UNDERGRADUATE CERTIFICATE

Ambassador Crawford College of Business and Entrepreneurship  
Department of Marketing and Entrepreneurship  
[www.kent.edu/business/marketing](http://www.kent.edu/business/marketing)

## About This Program

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.

## Contact Information

- Program Coordinator: **Chris Groening, Ph.D.** | [cgroenin@kent.edu](mailto:cgroenin@kent.edu) | 330-672-3927
- Speak with an Advisor
  - Kent Campus
  - Stark Campus
- Chat with an Admissions Counselor: Kent Campus | Regional Campuses

## Program Delivery

- **Delivery:**
  - In person
- **Location:**
  - Kent Campus
  - Stark Campus

## Examples of Possible Careers and Salaries\*

### 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

### Sales representatives of services, except advertising, insurance, financial services, and travel

- 6.0% faster than the average
- 1,070,500 number of jobs
- \$58,770 potential earnings

### Sales representatives, wholesale and manufacturing, except technical and scientific products

- 0.9% little or no change
- 1,399,700 number of jobs
- \$62,070 potential earnings

## Additional Careers

- Account Representative
- Consultant
- Sales manager
- Sales executive
- Inside sales representative
- Business development manager or representative

\* Source of occupation titles and labor data comes 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.

## 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.

**First-Year Students on the Kent Campus:** First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

**First-Year Students on the Regional Campuses:** First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. For more information on admissions, contact the Regional Campuses admissions offices.

**International Students:** All international students must provide proof of English language proficiency unless they meet specific exceptions. For more information, visit the admissions website for international students.

**Transfer Students:** Students who have attended any other educational institution after graduating from high school must apply as undergraduate transfer students. For more information, visit the admissions website for transfer students.

**Former Students:** Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar's website.

Admission policies for undergraduate students may be found in the University Catalog.

## Program Requirements

### Minor Requirements

| Code                               | Title                                | Credit Hours |
|------------------------------------|--------------------------------------|--------------|
| <b>Certificate Requirements</b>    |                                      |              |
| ECON 22060                         | PRINCIPLES OF MICROECONOMICS (KSS)   | 3            |
| ENTR 37045                         | SALES IN THE ENTREPRENEURIAL VENTURE | 3            |
| or MKTG 45046                      | PROFESSIONAL SELLING                 |              |
| or MMTG 35030                      | SALES AND SALES MANAGEMENT           |              |
| MKTG 25010                         | PRINCIPLES OF MARKETING              | 3            |
| MKTG 45047                         | ADVANCED PROFESSIONAL SELLING        | 3            |
| MKTG 45192                         | SALES INTERNSHIP (ELR) <sup>1</sup>  | 3            |
| <b>Minimum Total Credit Hours:</b> |                                      | <b>15</b>    |

<sup>1</sup> 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 | Minimum Overall GPA |
|-------------------------|---------------------|
| 2.000                   | 2.000               |

## Program Learning Outcomes

Students will gain the skills necessary to succeed in a career in Professional Sales. The Sales certificate is also important to differentiate KSU students competing for jobs with students from other universities.