

PROFESSIONAL SELLING, CERTIFICATE

Certificate in Professional Selling (660103C)

The 15-credit Certificate in Professional Selling is designed for students who are outside the College of Business. This certificate provides the student an opportunity to develop and document an understanding of professional selling skills. Opportunities for further career advancement become available to students who major in communications, sports management, arts and science, and numerous others when they combine their area of study with a sales certificate.

College of Business Undergraduate Programs

<http://www.uakron.edu/business/advising> (<http://www.uakron.edu/business/advising/>)
(330) 972-7042
businessadvising@uakron.edu
College of Business room 260

The following information has official approval of **The Department of Marketing** and **The College of Business**, but is intended only as a guide. Completion of this certificate is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.

College of Business Policies for Certificates:

- Complete all certificate requirements prior to graduation.
- Earn a 2.0 GPA in all certificate coursework.
- Maintain a cumulative 2.0 GPA in all undergraduate coursework.
- Complete all prerequisites for each course.
- Courses may not be taken as pass/fail.
- Complete at least 6 additional credits not needed for any other major, minor, or certificate.
- Earn at least 9 credits at The University of Akron in the College of Business.
- Declare the certificate in the Business Undergraduate Advising Office, College of Business room 260.

To be granted this certificate, the student must take at least 6 credit hours of 6600 courses in addition to the requirements for any other major, minor, or certificate that has been earned.

Summary

Code	Title	Hours
Required Courses		9
Electives		6
Total Hours		15

Required Courses

Code	Title	Hours
MKTG 205	Marketing Principles	3
SALES 275	Professional Selling	3

SALES 478	Advanced Professional Selling ¹	3
Total Hours		9

Electives

Code	Title	Hours
Select two of the following:		6
BUSN 101	Business Issues in a Connected World	
MKTG 355	Consumer Behavior	
SALES 475	Business Negotiations ¹	
SALES 480	Sales Management ¹	
ENGL 390	Professional Writing I	
CPSC 101	Essentials of Computer Science	
PHIL 362	Business Ethics	
PSYC 380	Industrial/Organizational Psychology	
PSYC 443	Human Resource Management	
GGEN 400	Engineering Management and Leadership	
COMM 345	Advanced Presentational Communication	
COMM 227	Non-Verbal Communication	
COMM 245	Argumentation	
FASH 139	The Fashion & Furnishings Industries	
ECON 100	Introduction to Economics	
Total Hours		6

¹ Must be admitted to 4 year degree granting major.