

# PROFESSIONAL SALES, ONE-YEAR TECHNICAL CERTIFICATE

Curriculum Code #0126

Effective May 2017

Division of Engineering, Business and Information Technologies (<http://catalog.lorainccc.edu/academic-programs/engineering-business-information-technologies>)

This one-year technical certificate in professional sales offers opportunities for individuals to learn about both basic and advanced sales techniques. Sales positions are found in a wide variety of industries including pharmaceutical, information technology, construction and health care, among several others. Completion of this certificate may be applied to fulfill some of the core requirements for the AAB degree, marketing major. Lorain County Community College has articulation agreements with colleges and universities including programs offered by Lorain County Community College's University Partnership.

| Course                  | Title   | Hours |
|-------------------------|---|-------|
| <b>Fall Semester</b>    |   |       |
| CISS 121                | MICROCOMPUTER APPLICATIONS I  | 3     |
| CMMC 151                | ORAL COMMUNICATION  | 3     |
| ENGL 161                | COLLEGE COMPOSITION I   | 3     |
| MKRG 113                | PRINCIPLES OF SALESMANSHIP  | 3     |
| MKRG 251<br>or MKRG 211 | PRINCIPLES OF MARKETING <sup>1</sup><br>or APPLIED MARKETING ESSENTIALS | 3     |
| SDEV 101                | COLLEGE 101 <sup>2</sup>  | 1     |
| Hours                   |   | 16    |
| <b>Spring Semester</b>  |   |       |
| ENGL 162                | COLLEGE COMPOSITION II  | 3     |
| MKRG 221                | CONSUMER BEHAVIOR   | 3     |
| MKRG 245                | SOCIAL MEDIA MARKETING  | 3     |
| MKRG 258                | ADVANCED SALES TECHNIQUES <sup>1</sup>                                  | 3     |
| PSYH 151                | INTRODUCTION TO PSYCHOLOGY  | 3     |
| Hours                   |   | 15    |
| Total Hours             |   | 31    |

<sup>1</sup> Indicates that this course requires a college-level prerequisite.

<sup>2</sup> A student must register for the orientation course when enrolling for more than six credit hours per semester or any course that would result in an accumulation of 13 or more credit hours.

Program Contact(s):

**Maria McConnell**

440-366-7404

[mcconnel@lorainccc.edu](mailto:mcconnel@lorainccc.edu)

For information about admissions, enrollment, transfer, graduation and other general questions, please contact your Advising and Counseling Team (<https://www.lorainccc.edu/admissions-and-enrollment/>)

[advising-and-counseling](https://www.lorainccc.edu/admissions-and-enrollment/advising-and-counseling/)). ([https://www.lorainccc.edu/admissions-and-enrollment/advising-and-counseling](https://www.lorainccc.edu/admissions-and-enrollment/advising-and-counseling/))

**More program information can be found on our website.**  
([https://www.lorainccc.edu/business-programs/professional-sales](https://www.lorainccc.edu/business-programs/professional-sales/))