

# PROFESSIONAL SALES, ONE-YEAR TECHNICAL CERTIFICATE

Curriculum Code #0126

Effective May 2023

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.

## Preferred Sequence

Fall Semester		Hours
BADM 165	LEGAL ENVIRONMENT OF BUSINESS	3
CISS 121	MICROCOMPUTER APPLICATIONS I	3
ENGL 161	COLLEGE COMPOSITION I	3
MKRG 113	PRINCIPLES OF SELLING	3
MKRG 251 or MKRG 211	PRINCIPLES OF MARKETING <sup>1</sup> or APPLIED MARKETING ESSENTIALS	3
SDEV 101	INTRODUCTION TO THE LCCC COMMUNITY <sup>2</sup>	1
<b>Hours</b>		<b>16</b>
Spring Semester		
BADM 211 or CMMC 151	BUSINESS COMMUNICATIONS <sup>1</sup> or ORAL COMMUNICATION	3
MKRG 221	CONSUMER BEHAVIOR <sup>1</sup>	3
MKRG 245	SOCIAL MEDIA MARKETING	3
MKRG 258	ADVANCED SALES TECHNIQUES <sup>1</sup>	3
PSYH 151 or SOCY 151G	INTRODUCTION TO PSYCHOLOGY or INTRODUCTION TO SOCIOLOGY	3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>31</b>

1

Indicates that this course requires a college-level prerequisite.

2

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):

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For information about admissions, enrollment, transfer, graduation and other general questions, please contact your advising team (<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/>)

Program Learning Outcomes

1. Apply problem solving and critical thinking skills to create lasting and satisfying relationships with customers and stakeholders
2. Communicate effectively through verbal, written and digital methods with a diverse group of stakeholders while maintaining professional and ethical standards