

Psychology (B.A.) Sales Track

This document has been created for advising purposes only. Please contact the department for major and/or graduation requirements.

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Potential Career Paths

- Retail salesperson (BA)
- Sales manager (BA)
- Sales Representative (BA)
- Alumni relations (BA)

Potential Graduate Programs

- Business Administration (MBA)

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What is a Sales Professional?

Effectiveness in selling requires a number of important characteristics, including the ability to interact and communicate with people effectively. These are skills that are often associated with the field of psychology. Although poorly paid retail sales positions often come to mind when one thinks of sales, there are sales management positions and professional sales positions, primarily as wholesale or manufacturing representatives, that are often lucrative. Indeed, one may even become certified as a sales professional through various organizations, such as the Manufacturers' Representatives Education Research Foundation. To earn a certificate, normally one must complete a certain amount of training and pass an examination.

Promotion often occurs due to assignment transfer to a larger account or territory where commissions are expected to be greater. Those with good sales records and leadership may advance to positions such as supervisor, manager, or vice president of sales. Others who demonstrate research skills may find opportunities in purchasing, advertising, or marketing research. Sales representatives can either work directly for a manufacturer or wholesaler or they may work with an independent sales agency.



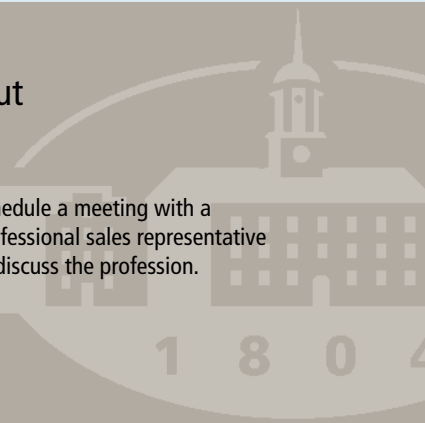
Experienced sales representatives working directly for a manufacturer or wholesaler may advance as sales trainers and instruct new employees on selling techniques and company policies and procedures. Some leave the manufacturer or wholesaler to start their own independent sales company.

The purpose of this track is to provide students with a comprehensive understanding of psychology while providing students who want a central focus on the application of psychological principles to sales with the appropriate coursework.

Additional Resources

To become more involved in sales or learn about the sales profession, here is what you can do.

- 1 Visit organizations such as the Manufacturers' Representatives Education Research Foundation, www.mrerf.org to learn more about careers in this field.
- 2 Obtain work in a relevant business setting.
- 3 Schedule a meeting with a professional sales representative to discuss the profession.



If you are interested in pursuing a career in sales be sure to work with an advisor to develop an academic plan that is tailored to your interests. Your plan should lead to the completion of coursework that is useful for employment in an entry-level job in sales or for admission to a graduate program in psychology or business.

University and College Requirements

In addition to the requirements for the sales track, which are listed below, be sure to complete all other university and college requirements, including the foreign language requirement.

If you are planning to start college-level foreign language with a course beyond 111, you are advised to begin foreign language in your first year. If you are starting foreign language with 111, begin language courses no later than the junior year.

Required Courses in Psychology

PSY 101 General Psychology (5)

PSY 221 Statistics for the Behav Sci (5)

PSY 226 Research Methods (4)

Biological—at least one of the following:

- PSY 201 Sensation and Perception (4)
- PSY 203 Learning (4)
- PSY 312 Physiological Psychology (4)
- PSY 314 Comparative Psychology (5)
- PSY 327 Human Psychophysiology (4)
- PSY 380 Psychology of Health and Illness (4)

Cognitive—at least one of the following:

- PSY 304 Human Learning and Cog Proc (4)**
- PSY 305 Human Memory

PSY 307 Psycholinguistics

PSY 308 Human Judgment and Dec Making

Developmental—at least two of the following:

- PSY 273 Child and Adolescent Psychology (4)
- PSY 315 Behavior Genetics (5)
- PSY 374 Adulthood and Aging (4)
- PSY 376 Psych Disorders of Childhood (4)
- PSY 378 Psychology of Gender (4)
- PSY 470 Prenatal Influences on Develop (4)

Clinical—at least two of the following:

- PSY 233 Psychology of Personality (4)
- PSY 332 Abnormal Psychology (4)
- PSY 341 Tests and Measurements (4)

PSY 351 Intro to Clinical and Counseling (4)

PSY 430 Psychoactive Drugs (4)

Social/Organizational—at least two of the following:

- PSY 261 Industrial and Organizational (4)**
- PSY 310 Motivation (4)
- PSY 336 Social Psychology (4)
- PSY 337 Social Psychology of Justice (4)**
- PSY 361 Adv Organizational Psychology (4)
- PSY 362 Personnel Psychology

Note: Courses in **bold** are recommended for the psychology human-resources track and courses in *italics* are recommended.

Fieldwork and Research in Psychology

PSY 489 (1-5, 5 max)—Credit for volunteer work in a mental health or health care setting.

PSY 390 (1-5, 15 max)—Credit for participating in research under the supervision of a faculty member.

Extra-Departmental Required Courses

Psychology majors must complete three courses in ONE of the following natural science areas: Biological Sciences, Chemistry, Environmental and Plant Biology, Geography, Geology, or Physics.

Courses that fulfill this requirement are listed under the Natural Sciences Area Requirement in the College of Arts and Sciences section of the catalog. The three courses that you choose must have the same departmental prefix, with the following exception: BIOL 101 may be combined with either two Environmental/Plant Biology (PBIO) courses or two Biological Sciences (BIOS) courses.

Psychology majors must complete two courses in either mathematics or computer science. Students may select any two courses in Mathematics (MATH) 113 or above except (251) OR any two courses in Computer Science (CS) 200 or above. You may choose MATH 250, but only if completed BEFORE you take PSY 221.

Additional Coursework

Students should consider completing additional relevant coursework, including courses in oral communication (school of communication), written communication (department of English), social behavior (department of sociology), organizational behavior (department of management), economics (department of economics), and labor law (department of political science). Consult with your advisor to develop a curricular plan tailored to your own needs and interests.

Business Minor

A business minor is not required for students who wish to enter sales, but it is desirable. Here are the requirements for the business minor:

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|----------|---------------------------------------|
| ACCT 101 | Financial Accounting (4) |
| ACCT 102 | Managerial Accounting (4) |
| BUSL 255 | Law and Society (4) |
| PSY 221 | Stats for the Behavioral Sciences (5) |
| FIN 310 | Managerial Finance (4) |
| MGT 202 | Management 202 (4) |
| MKT 202 | Marketing Principles (4) |
| OPN 300 | Principles of Operations (4) |

Sales Certificate

Students from any college may earn a sales certificate from The Ralph and Luci Schey Sales Centre in the College of Business. At the present time, students may earn six different certificates:

- The Sales Certificate with a Professional Focus
- The Sales Certificate with a Retail Focus
- The Sales Certificate with a Media Focus
- The Sales Certificate with a Financial Services Focus
- The Sales Certificate with a Sport Management Focus
- The Sales Certificate with a Technical Focus

Admission into the sales certificate program is competitive. Information about this program may be obtained by visiting the following website: <http://www.cob.ohio.edu/tsc.aspx>.

Note: Non-business majors are limited to 44 hours of coursework in the College of Business.