Code # BU28 (2015) Rev

**New Minor Proposal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**i. Proposed Program Title**

Sales Leadership

**ii. Contact Person** (Name, Email Address, Phone Number)

Dr. Katie Hill

[khill@astate.edu](mailto:khill@astate.edu)

870-680-8073

**iii. Proposed Starting Date**

8/1/2016

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |



**NEW MINOR ASSESSMENT**

**University Goals**

1. Please indicate the university-level student learning outcomes for which this new minor will contribute. Check all that apply.

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| 1. Global Awareness | 1. Thinking Critically | 1. Information Literacy |

**MINOR Goals**

2. Justification for the introduction of the new emphasis. Must include:

1. Academic rationale (how will this minor fit into the mission established by the department for the curriculum?)

Sales, Sales Management, Category Management, and related fields are integral and essential in modern industry and businesses. The Arkansas State University (A-State) Sales Leadership minor provides an opportunity for students to complete a comprehensive and cumulative group of academic courses to gain additional proficiency in sales, sales management and category management. This Sales Leadership minor provides additional career advancement opportunities for students majoring in business, finance, marketing, management, human resources, agriculture, engineering, technology, social sciences, and other related degree programs. The Sales Leadership Minor provides academic, experiential, and practical knowledge necessary to demonstrate proficiency in the principles and practices of sales, sales management, and category management. Individuals completing the Sales Leadership minor will also be certified as Certified Sales Professionals and will be able to market their advanced sales training to prospective employers and in a wide array of industries. The program is an excellent platform for graduate studies that incorporate sales, sales management, and category management. According to the Sales Education Foundation (2015), over 50% of US college of business graduates entering the workforce regardless of major, find professional selling as their first career. Students from university sales programs, when compared to their non-sales educated peers: ramp up 50% faster with standard company training, turn over an average of 30% less and save companies approximately $200K per hire within the first 18 months of employment. In addition, graduates of sales programs experience, on average, over 90% job placement compared to 47.9% job placement for other graduates.

Learning outcomes for the Sales Emphasis include the following: (1) Students will communicate effectively and professionally in sales and business interaction, (2) Students will demonstrate effective and prospecting and negotiation skills through research based initiatives, and (3) Students will demonstrate analytical skills through the utilization of customer relationship management systems and other data analysis tools. Additionally, the following learning goals guide program and course outcomes for Sales Leadership Minor.

1. List goals for the minor (faculty, enrollment and/or curricular goals.)

Marketing Faculty: Katie Hill, Ph.D., Assistant Professor of Marketing/ Shane Hunt, Ph.D., Associate Professor of Marketing/ John Mello, Ph.D., Full Professor of Marketing. Admission requirements will remain the same as those currently used for ASU business students. There is no expected need for additional program costs, faculty resources, library resources, and equipment for the proposed program. Additional faculty may be needed at a later time with the growth of the program.

1. Student population served.

All majors, but specifically: business, agriculture and technology, communications, humanities, and science

**Emphasis Student Learning Outcomes**

3. Please fill out the following table to develop a continuous improvement assessment process for this minor.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

***Note: Best practices suggest 4-7 outcomes per program; minors would have 1 to 4 outcomes.***

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| **Outcome 1** | Students will communicate effectively and professionally in sales and business interactions |
| Assessment Procedure Criterion | Direct measure using role play simulations and company presentations |
| Which courses are responsible for this outcome? | Professional Selling using the recording studios (Sales Leadership Center)  Advanced Sales using the recording studios (Sales Leadership Center) |
| Assessment  Timetable | Every semester the course is offered, the data will be collected in the Professional Selling Class and the Advanced Sales class in the sales leadership center via software YuJa and will be reported every two years to initialize new action plans if needed |
| Who is responsible for assessing and reporting on the results? | Dr. Katie Hill will report the data and conclusions to the Office of Assessment |

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| **Outcome 2** | Students will demonstrate prospecting and negotiation skills through research-driven initiatives |
| Assessment Procedure Criterion | Direct measure using experiential prospecting and negotiation exercises. |
| Which courses are responsible for this outcome? | Advanced Sales  Organizational Purchasing |
| Assessment  Timetable | Every semester the course is offered, the data will be collected in the Advanced Sales class during the class project where students will have to prospect for small businesses and in the Organizational Purchasing class in the sales leadership center via software YuJa where students will go through negotiations and will be reported every two years to initialize new action plans if needed |
| Who is responsible for assessing and reporting on the results? | Dr. Katie Hill will report the data and conclusions to the Office of Assessment |

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| **Outcome 3** | Students will demonstrate analytical skills through customer relationship management (CRM) systems and data analysis systems |
| Assessment Procedure Criterion | Direct measure using a case study and a site visit |
| Which courses are responsible for this outcome? | Advanced Sales  Sales Planning and Management  Category Management  Advanced Category Management |
| Assessment  Timetable | Every semester the course is offered, the data will be collected in Advanced Category Management during the final class project where students will utilized CRM and other data analysis tools to project future sales for a current business. |
| Who is responsible for assessing and reporting on the results? | Dr. Katie Hill will report the data and conclusions to the Office of Assessment |

*Please repeat as necessary.*

**LETTER OF NOTIFICATION  
NEW MINOR**(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request:

Arkansas State University

2. Contact person/title:

Dr. Katie Hill, Assistant Professor of Marketing and Director of the R.M. ‘Bob’ Wood Sales Leadership Center

3. Phone number/e-mail address:

[khill@astate.edu](mailto:khill@astate.edu)

870-680-8073

4. Proposed effective date:

8/1/2016

5. Title of minor:

Sales Leadership

6. CIP Code:

Enter text...

7. Reason for proposed action:

Sales, Sales Management, Category Management, and related fields are integral and essential in modern industry and businesses. The Arkansas State University (A-State) Sales Leadership minor provides an opportunity for students to complete a comprehensive and cumulative group of academic courses to gain additional proficiency in sales, sales management and category management. This Sales Leadership minor provides additional career advancement opportunities for students majoring in business, finance, marketing, management, human resources, agriculture, engineering, technology, social sciences, and other related degree programs. The Sales Leadership Minor provides academic, experiential, and practical knowledge necessary to demonstrate proficiency in the principles and practices of sales, sales management, and category management. Individuals completing the Sales Leadership minor will also be certified as Certified Sales Professionals and will be able to market their advanced sales training to prospective employers and in a wide array of industries. The program is an excellent platform for graduate studies that incorporate sales, sales management, and category management. Over 50% of US colleges of business graduates entering the workforce regardless of major, find professional selling as their first career. Students from university sales programs, when compared to their non-sales educated peers: ramp up 50% faster with standard company training, turn over an average of 30% less and save companies approximately $200K per hire within the first 18 months of employment. In addition, graduates of sales programs experience, on average, over 90% job placement compared to 47.9% job placement for other graduates.

8. New minor objective:

To prepare students for a career in sales, sales management, and category management using a series of upper level experiential based learning courses that provide conceptual, practical, and applicable knowledge, tools, and experiences necessary to be competent in the sales, sales management, and category management fields.

9. Provide the following:

a. Curriculum outline - List of required courses

Professional Selling (3 hours) (Fall/Spring)

Advanced Sales (3 hours) (Fall)

Sales Planning and Management (3 hours) (Spring)

Organizational Purchasing (3 hours) (Spring)

Category Management (3 hours) (Fall)

Advanced Category Management (3 hours) (Spring)

b. New course descriptions

Category Management: Category management concepts of the business retail model including identifying target consumers and markets, developing and implementing merchandising plans, interacting with the supply chain, and evaluating financial implications of decisions made at the corporate, distribution and store level.

Advanced Category Management: As a continuation of MKTG 3173 Category Management, students will use information systems and data resources to perform price and cost analysis techniques leading to the creation of category strategic direction, innovative marketing and sourcing strategies, and evaluating category performance.

c. Program goals and objectives

1. To prepare students for a career in sales, sales management, and category management using a series of upper level experiential based learning courses that provide conceptual, practical, and applicable knowledge, tools, and experiences necessary to be competent in the sales, sales management, and category management fields.

2. To provide educational, practical, and experiential knowledge that better prepares students for elite sales careers.

3. To meet industry need for graduates with skills in the areas of sales, sales management and category management.

d. Expected student learning outcomes

The following learning goals guide program and course outcomes for all Sales Leadership Minors:

Students will communicate effectively and professionally in sales and business interactions

Students will demonstrate prospecting and negotiation skills through research-driven initiatives

Students will demonstrate analytical skills through customer relationship management systems and data analysis systems

Students will demonstrate sales knowledge

10. Will the new option be offered via distance delivery?

No

11. Mode of delivery to be used:

Classroom-based lecture, Sales Leadership Center (lab), and site visits

12. Explain in detail the distance delivery procedures to be used:

Not applicable

13. Is the degree approved for distance delivery?

No

14. List courses in minor. Include course descriptions for new courses:

Professional Selling (3 hours)

Advanced Sales (3 hours)

Sales Planning and Management (3 hours)

Organizational Purchasing (3 hours)

Category Management (3 hours)

Identify the category management concepts of the business retail model including: identifying target consumers and markets, developing and implementing merchandising plans, interacting with the supply chain, and the financial implications of decisions made at the corporate, distribution and store level.

Advanced Category Management (3 hours)

Through case analysis, students apply the skills and knowledge acquired in Category Management to learn advanced category management processes, use the information systems and data resources available and develop sales presentations that effectively communicate solutions for businesses in different industries.

15. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

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President/Chancellor Approval Date: Click here to enter a date.

Board of Trustees Notification Date: Click here to enter a date.

Chief Academic officer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: Enter date.

Name (printed): Click here to enter text.