

Council Approval

Note: This form is intended to track the progress of a proposal (whether from Academic Affairs or Health Sciences) through the Undergraduate and Graduate Councils.

Proposal: Professional Sales Emphasis for Marketing BA/BS & Minor

This proposal needs to go through:

Undergraduate Council
Graduate Council
Both Approvals
Grad Approval/Undergrad Notification

X
☐
☐
☐

This proposal has been approved by:

Chair of Undergraduate Council



Date: 10-24-17

Chair of Graduate Council

Date: _____

Once the appropriate signature(s) have been obtained, please forward this completed form to the Office of the Senior Vice President for Academic Affairs. *(NOTE: The SVP-AA is the Chief Academic Officer for the University of Utah and reports to the Board of Regents in this capacity. When necessary, the CAO will get a signature from the SVP-HSC.)*

Chief Academic Officer



Date: 11-13-17

Once the Chief Academic Officer's signature has been obtained, this approval document will be forwarded to the **Office of the Academic Senate**.

Utah System of Higher Education
New Academic Program Proposal
Cover/Signature Page - Abbreviated Template

Institution Submitting Request: University of Utah
Proposed Program Title: Professional Selling and Business Development Emphasis
Sponsoring School, College, or Division: David Eccles School of Business
Sponsoring Academic Department(s) or Unit(s): Marketing
Classification of Instructional Program Code¹ : 52.1804
Min/Max Credit Hours Required of Full Program: Min Cr Hr / Max Cr Hr
Proposed Beginning Term²: Fall 2018
Institutional Board of Trustees' Approval Date:

Program Type:

<input type="checkbox"/>	Certificate of Proficiency	<input type="checkbox"/>	Entry-level CTE CP	<input type="checkbox"/>	Mid-level CP
<input type="checkbox"/>	Certificate of Completion				
<input type="checkbox"/>	Minor				
<input type="checkbox"/>	Graduate Certificate				
<input type="checkbox"/>	K-12 Endorsement Program				
<input checked="" type="checkbox"/>	NEW Emphasis for Regent-Approved Program <i>Credit Hours for NEW Emphasis Only:</i> Min. 9 / Max. 12 <i>Current Major CIP:</i> 52.1401 Marketing/Marketing Management, General <i>Current Program Title:</i> Marketing BA, BS <i>Current Program BOR Approval Date:</i> 01/01/1948				
<input type="checkbox"/>	Out of Service Area Delivery Program				

Chief Academic Officer (or Designee) Signature:

I, the Chief Academic Officer or Designee, certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Please type your first and last name _____ Date: _____

☐ I understand that checking this box constitutes my legal signature.

¹ For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

² "Proposed Beginning Term" refers to first term after Regent approval that students may declare this program.

**Utah System of Higher Education
Program Description - Abbreviated Template**

Section I: The Request

University of Utah requests approval to offer the following Emphasis: Professional Selling and Business Development Emphasis effective Fall 2018. This program was approved by the institutional Board of Trustees on .

Section II: Program Proposal/Needs Assessment

Program Description/Rationale

Present a brief program description. Describe the institutional procedures used to arrive at a decision to offer the program. Briefly indicate why such a program should be initiated. State how the institution and the USHE benefit by offering the proposed program. Provide evidence of student interest and demand that supports potential program enrollment.

--This proposal was approved by the faculty of the David Eccles School of Business on 10/3/2017 (82 in favor, zero opposed, 2 abstain). Prior to that, the proposal was approved by the DESB College Council, Undergraduate Program Committee, and Marketing Department faculty.

The David Eccles School of Business requests approval for the creation of an Emphasis in Professional Selling and Business Development within the current Marketing Bachelor of Arts and Bachelor of Science. The proposed Emphasis in Professional Selling and Business Development is designed to provide students with the technical competencies and business acumen necessary to successfully compete in the rapidly growing market for sales professionals.

According to a Georgetown University Center on Education and the Workforce study (What's it Worth?: The Economic Value of College Majors) almost 20% of business undergraduates and over 30% of marketing undergraduates find jobs in sales, with an even higher percentage occupying a sales-related role at some point during their careers. Despite the prevalence of sales, the vast majority of business graduates do not receive any formal sales training while earning their business degrees. Even if graduates never formally end up in sales, it is imperative that they have a comprehensive understanding of how sales works; from how to best create a competitive advantage through sales to how to structure, finance, motivate, and operationalize a sales force. Since universities are failing to equip their graduates with an understanding of sales and sales management, the burden of training for sales is placed upon employers, whose sales training typically follows a very narrow methodology versus the broad and holistic understanding that university-level coursework can provide.

While there is a close connection between marketing and sales, they are not the same. According to a survey of sales managers conducted by the Sales Education Foundation (salesfoundation.org), sales program graduates ramp up 50% faster than their non-sales educated peers. They also experience 30% less turnover once in a sales position. Training is particularly crucial given the changing nature of professional selling:

Customers no longer need a salesperson to learn about a company's offering, much less to place an order. As a result, sales has become more about helping customers define the problem they are trying to solve and assemble a complete solution. The sales tool kit has advanced dramatically: It now includes sophisticated analytics to identify opportunities, software to discipline processes and produce forecasts, and negotiation expertise to broker complex deals (Harvard Business Review, 2012).

University preparation in sales is estimated to save employers more than \$180,000 per new hire, leading to strong demand for university trained sales professionals (salesfoundation.org).

The Emphasis in Professional Selling and Business Development is intended to train existing undergraduate students in the

David Eccles School of Business in sales skills, particularly those in support of professional (i.e., complex, collaborative, long-cycle) and technical sales roles. The emphasis is also intended to make such training available to students within the Business School who want to develop sales skills to complement their training in areas such as Finance, Entrepreneurship, and Information Systems.

Of the approximately 180 declared Marketing majors in the David Eccles School of Business, 29 unique students enrolled in the two sales classes offered by the department during the 2016-2017 academic year. With the increased advantages of an emphasis (including more comprehensive course offerings and transcript recognition), we anticipate a similar number of students will enroll in the emphasis by year three with eventual growth beyond 60 students per year. Programs at other institutions have been quite successful. According to an article in the Harvard Business Review, the Center for Sales Leadership at DePaul University began in 2004 with an anticipated enrollment of 90 students per year but reached an actual enrollment of 700 students per quarter by 2012.

The proposed emphasis is outlined in detail below. It adds one required and three to four elective courses in sales to the standard requirements for the Marketing Bachelor of Arts or Bachelor of Science while removing the requirement for a second statistics course and a marketing research course (total credit hours are the same for students majoring in Marketing and those majoring in Marketing with the Emphasis in Professional Sales and Business Development). The program is expected to commence in Fall Semester, 2018 and is proposed in conjunction with the Minor in Professional Sales and Business Development, which is targeted towards students across campus who are outside the Marketing Department and/or the David Eccles School of Business.

The program will reside within the Marketing Department.

FOLLOWING REVIEW BY THE UNDERGRADUATE COUNCIL, THE ETHICS MODULE ORIGINALLY HOUSED IN THE SALES MANAGEMENT COURSE WILL BE MOVED TO THE PERSONAL SELLING COURSE.

Labor Market Demand

Provide local, state, and/or national labor market data that speak to the need for this program. Occupational demand, wage, and number of annual openings information may be found at sources such as Utah DWS Occupation Information Data Viewer (jobs.utah.gov/jsp/wi/utalmis/gotoOccinfo.do) and the Occupation Outlook Handbook (www.bls.gov/oco).

The Bureau of Labor Statistics projects 6 percent employment growth for sales representatives by 2024. An additional 93,400 jobs will need to be filled within that time period. Locally, according to the Utah Department of Workforce Services, "this occupation is expected to experience faster than average employment growth with a high volume of annual job openings. Business expansion, as opposed to the need for replacements, will provide the majority of job openings in the coming decade," which has earned sales occupations a five star rating. Median salaries are upwards of \$80-90K, higher than our school's average. A Baylor University study found that students in sales programs had 2.8 job offers on average before graduation.

Consistency with Institutional Mission/Impact on Other USHE Institutions

Explain how the program is consistent with the institution's Regents-approved mission, roles, and goals. Institutional mission and roles may be found at higheredutah.org/policies/policyr312/. Indicate if the program will be delivered outside of designated service area; provide justification. Service areas are defined in higheredutah.org/policies/policyr315/.

The mission of the University of Utah is to foster student success by preparing students from diverse backgrounds for lives of impact as leaders and citizens. This program will allow our students to be prepared not only to realize a new career outcome in sales, but to be more prepared to communicate and negotiate with all types of people, regardless of background.

We do not expect a negative impact on other USHE institutions. Weber State has a technical sales program which is more extensive but not housed within the Business School. A differentiating aspect of our proposed program will be its integration

with the core business and marketing classes which will provide better developed skills in related areas such as Finance and Marketing. UVU has a similar certificate program targeted toward their business students. There are no other offerings at the University of Utah which would be affected.

Finances

What costs or savings are anticipated in implementing the proposed program? If new funds are required, indicate expected sources of funds. Describe any budgetary impact on other programs or units within the institution.

Costs for this program are primarily in the teaching of new courses. There will be two new courses, to be taught by course-by-course faculty with real-world industry experience. These hires will be funded by the students and credit hours in the program and will have no impact on other programs or units.

Section III: Curriculum

Program Curriculum

List all courses, including new courses, to be offered in the proposed program by prefix, number, title, and credit hours (or credit equivalences). Indicate new courses with an X in the appropriate columns. The total number of credit hours should reflect the number of credits required to receive the award. **For NEW Emphases, skip to emphases tables below.**

For variable credits, please enter the minimum value in the table below for credit hours. To explain variable credit in detail as well as any additional information, use the narrative box below.

Course Number	NEW Course	Course Title	Credit Hours
General Education Courses (list specific courses if recommended for this program on Degree Map)			
General Education Credit Hour Sub-Total			
Required Courses			
MKTG 4720		Personal Selling	3
MKTG 4020		Marketing Management	3
MKTG 4840		International Marketing	3
Add Another Required Course			
Required Course Credit Hour Sub-Total			9
Elective Courses			
MKTG 4730	×	Advanced Professional Selling and Business Development	3
MKTG 4740		Strategic Sales Management	3
MKTG 4750		Marketing to Organizations	3
MKTG 4760	×	Sales Technology, Analytics, and Operations	3
MKTG 4880		Marketing Internship (Sales Emphasis)	3
		Note: Only 21 credits are required.	
Add Another Elective Course			
Elective Credit Hour Sub-Total			15
Core Curriculum Credit Hour Sub-Total			24

Are students required to choose an emphasis for the already-existing degree? Yes or <input checked="" type="checkbox"/> No
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MKTG 4730 Advanced Professional Selling and Business Development

MKTG 4740 Strategic Sales Management

MKTG 4750 Marketing to Organizations

MKTG 4760 Sales Technology, Analytics, and Operations

MKTG 4880 Marketing Internship-Sales Emphasis

The remaining course (3 credits) may be selected from the Marketing Department's sales offerings or any MKTG elective (not including MKTG 5000). MKTG 3000 and MKTG 3010/3011 may not be used for elective credit.

Summary: Marketing majors pursuing the Emphasis in Professional Selling and Business Development:

1. Must complete the same upper division business core, pre-business, and global perspectives courses as all marketing majors.
2. Do not need to take a second statistics course (OIS 3440).
3. Will substitute MKTG 4720 for MKTG 4450 as a required course.
4. Will select their remaining major sequence courses from the Marketing Department's sales offerings (MKTG 4730, MKTG 4740, MKTG 4750, MKTG 4760, MKTG 4880-Sales Emphasis) with the exception of one course which may come from either the sales offerings or general marketing courses other than MKTG 5000, MKTG 3000, and MKTG 3010/3011.

Students completing the sales emphasis will have a minimum of four and a maximum of five sales courses plus Principles of Marketing, Marketing Management, and potentially one other general marketing elective. We will encourage all students to pursue an internship in sales prior to graduating.

Degree Map

Degree maps pertain to undergraduate programs ONLY. Provide a degree map for proposed program. Degree Maps were approved by the State Board of Regents on July 17, 2014 as a degree completion measure. Degree maps or graduation plans are a suggested semester-by-semester class schedule that includes prefix, number, title, and semester hours. For more details see <http://higheredutah.org/pdf/agendas/201407/TAB%20A%202014-7-18.pdf> (Item #3).

Please cut-and-paste the degree map or manually enter the degree map in the table below

Note: Only 21 of the 24 credits shown in the table below are required.

First Year Fall	Cr. Hr.	First Year Spring	Cr. Hr.
MKTG 4720 Personal Selling	3	MKTG 4730 Adv Prof Selling & Bus Devel	3
MKTG 4020 Marketing Management	3	MKTG 4740 Strategic Sales Management	3
Total	6	Total	6
Second Year Fall	Cr. Hr.	Second Year Spring	Cr. Hr.
MKTG 4750 Marketing to Organizations	3	MKTG 4760 Sales Technology, Analytics & Ops	3
MKTG 4840 International Marketing	3	MKTG 4880 Marketing Internship	3
Total	6	Total	6

October 5, 2017

To whom it may concern:

I have reviewed the proposals for the Emphasis and Minor in Professional Selling and Business Development. I fully support both proposals. In my view, they will provide valuable training and opportunities for students at the University of Utah while imposing very low costs on the Department of Marketing and the Eccles School.

Sincerely,



Chair, Department of Marketing



**David Eccles
School of Business**
THE UNIVERSITY OF UTAH

1655 E Campus Center Dr | Salt Lake City UT 84112-8939

October 5, 2017

Lyndi Duff
Curriculum Administration
195 S Central Campus Dr Rm 132B
Salt Lake City UT 84112

Lyndi,

I have reviewed the proposals for the Emphasis and Minor in Professional Selling and Business Development. I fully support both proposals. In my view, they will provide valuable training and opportunities for students at the University of Utah while imposing very low costs on the Department of Marketing and the Eccles School.

Thank You,

Mark R. Parker, Ph.D.
Associate Dean of Academic Programs

November 27, 2017

Stephen J. Carson, Ph.D.
David Eccles Scholar Professor of Marketing
Chair, Department of Marketing
David Eccles School of Business
University of Utah
1655 East Campus Drive
Salt Lake City, Utah 84112

Dear Dr Carson,

The J. Willard Marriott Library appreciates your request to comment on our ability to support students earning a Bachelor of Arts or Bachelor of Science degree in marketing with an emphasis in professional selling and business development.

The Marriott Library has extensive holdings to support study in marketing, business, and salesmanship, including monographs, databases, and journals. The Library has been supporting undergraduate and graduate students in business and in marketing for many years.

The Library regularly acquires scholarly books in marketing and other related disciplines. We are also able to purchase specific books upon request, and we encourage faculty and students to work with librarians to build Marriott Library collections in any needed areas.

The Library currently maintains subscriptions to many scholarly journals that would support this program, including journals of major importance to the field: *Journal of the Academy of Marketing Science*; *Journal of Marketing*; *Journal of Interactive Marketing*; *Entrepreneurship Theory And Practice*; *Journal of International Marketing*; *Journal of Marketing Research*; *Journal of Consumer Psychology*; *Industrial Marketing Management*; *Journal of Advertising*; *Marketing Theory*; *Journal of Retailing And Consumer Services*; *Psychology & Marketing*; *Journal of Personal Selling & Sales Management*; and *The American Salesman*.

Students in this certificate program will have access many useful databases; including *Academic Source Premier*; *Academic One File*; *Business Source Premier*; *Access World News*; *BizMiner*; *BMI Research*; *Gale Business Collection*; *Communications & Mass Media Collection*; *Factiva*; *Gale Business Insights Global*; *IBISWorld*; the *InfoTrac Small Business Collection*; *MarketResearch.com Academic*; *MasterFILE Complete*; *Mergent Intellect*; *Nexis Uni*; *Regional Business News*; *SBRnet*; the *Small Business Reference Center*; *Standard & Poor's NetAdvantage*; *Value Line*; *Psychology & Behavioral Sciences Collection*; *PsycINFO*; *Web of Science*; and several others.

Professional library staff offer training workshops, online tutorials, and one-on-one consultations to University of Utah students and faculty. Similarly, we offer class presentations and one-to-one consultations with library specialists who will suggest appropriate search strategies and help students to locate relevant resources for their course-related and independent research projects.

The Marriott Library is looking forward to engagement with the faculty and students in this new program.

Sincerely,

Mark England

Mark England
Head, Collection Management
J. Willard Marriott Library