Code # BU03 (2015)

**New/Special Course Proposal-Bulletin Change Transmittal Form**

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

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [pheath@astate.edu](mailto:pheath@astate.edu)

|  |
| --- |
| **New Course or**  **Special Course (Check one box)**  *Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.* |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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** |

1. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

MKTG 4323

2. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Advanced Sales SHORT TITLE: Advanced Sales

3. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture and lab

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard Letter

5. Is this course dual listed (undergraduate/graduate)?

No

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

7. Brief course description (40 words or fewer) as it should appear in the bulletin.

Students examine and build team selling skills, explore industry standard strategic selling processes, study a variety of customer relationship management strategies as well as cloud-based CRM systems and engage in sales role-plays to hone their communications and selling skills.

8. Indicate all prerequisites and if this course is restricted to a specific major, which major. (If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

a. Are there any prerequisites?

MKTG 3093 Professional Selling and MKTG 3193 Sales Planning and Management

b. Why?

MKTG 3093 Professional Selling provides basic knowledge of sales and the selling process. MKTG 3193 provides sales management and planning knowledge for the sales process. This foundation is critical to gaining full value from the proposed Advanced Sales.

9. Course frequency(e.g. Fall, Spring, Summer). Not applicable to Graduate courses.

Spring, Summer

10. Contact Person (Name, Email Address, Phone Number)

Dr. Melodie Philhours, [mphil@astate.edu](mailto:mphil@astate.edu), 870-680-8148

11. Proposed Starting Term/Year

Spring 2016

12. Is this course in support of a new program? No

If yes, what program?

13. Does this course replace a course being deleted? No

If yes, what course?

Enter text...

Has this course number been used in the past? No

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

15. Justification should include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Enter text... This course is offered in support of the College of Business Center for Sales Leadership and as a choice of required electives for marketing majors and other students interested in sales. The ability to use current technology and social media in order to further a sales career and the ability to plan, and execute team sales presentations is the focus in this course. Students will be expected to plan and execute team sales presentations in the area of services selling. Students will be expected to develop proposals for clients as well as manage clients and retain customers internationally.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

Curriculum goals for the marketing degree include marketing knowledge, communication skills, research and analytical skills as well as the digital technology skills with the overall goal of competitively positioning graduates for careers in marketing. Marketing careers usually begin and progress through the sales function of organizations. With the addition of this course, the marketing curriculum, and the offering of marketing electives for non-marketing majors, will be greatly enhanced and will contribution to the development of needed skills.

c. Student population served.

This course will be among the choices of required electives for marketing majors as well as other business majors and those students outside business with an interest in sales.

d. Rationale for the level of the course (lower, upper, or graduate).

This course is a senior level course given the level of difficulty and prerequisite preparation

16. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week 1

Day 1: Introduction to Advanced Sales

Day 2: Introduction continued

Week 2

Day 3: Introduction to the Team Selling Process

Day 4: Personal Characteristics and Sales Aptitude: Choosing the right team members

Week 3

Day 5: Understanding Team Task and Social Cohesion

Day 6: Team Selling and the Importance of Improvisation

Week 4

Day 7 and 8: Team Selling Roles Plays and Speakers

Week 5

Day 9: Introduction to Customer Relationship Management (CRM)

Day 10: Various types of CRM techniques and when and how to use them

Week 6

Day 11 and 12: Personal characteristics and understanding your buyer: Choosing the right CRM techniques

Week 7

Day 13 and 14: Sales Force Recruitment and Selection

Week 8

Day 15 and 16: Introduction to Cloud CRM systems

Week 9:

Day 17 and 18: Effectively using various Cloud CRM systems

Week 10

Day 19 and 20: Introduction to Social Media in Sales

Week 11

Day 21 and 22: Effectively using Social Media in Sales

Week 12

Day 23 and 24: Course Review and Team Projects

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

Projects, Tests, Cases Analyses, Experiential Assignments

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Sales Lab

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

No

20. What is the primary intended learning goal for students enrolled in this course?

Students will demonstrate advanced skills and competencies associated with the consultative selling process, customer relationship management techniques, cloud-CRM systems, team selling, and understanding the use of social media in sales in both domestic and international venues.

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

No textbook. The class text requirement will consist of research articles from the top academic Sales Journals from the recent years that apply to the course learning objectives and goals.

b. Number of pages of reading required per week: 50

c. Number of pages of writing required over the course of the semester: 25

22. High-Impact Activities (Check all that apply)

Collaborative assignments

Research with a faculty member

Diversity/Global learning experience

Service learning or community learning

Study abroad

Internship

Capstone or senior culminating experience

Other Explain: Enter text...

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

Students will be able to effectively participate in consultative team selling initiatives in both domestic and international venues.

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

Extensive interaction with sales and business managers is incorporated throughout the course along with applied projects and exercises.

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Periodic exams, experiential project management, case analyses and meet sales goals and expectations

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

Students will understand and be able to able various customer relationship management strategies including the use of social media in the consultative selling process in both domestic and international venues.

Learning Activity:

Students will work with sales professionals and participate in sales call role plays, written reports and class and business presentations related to class assignments. Experiential exercises further enhance students' mastery and understanding of moving readily between concept and application. Case analyses will be used extensively to include specifically international cases.

Assessment Tool:

Periodic exams, experiential project management, case analyses and meet sales goals and expectations

**Outcome #3**:

Learning Activity:

Assessment Tool:

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

Minimally  
Indirectly  
Directly

* 1. Thinking Critically

Minimally  
Indirectly  
Directly

* 1. Using Technology

Minimally  
Indirectly  
Directly

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

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**MKTG 3093. Professional Selling and Sales Management** *(Note: this course revised in a separate proposal)* Introduction to the personal selling process, the functions of sales management, and current issues, legal and ethical issues, and the impact of technology as the topics relate to selling, the sales force, and sales management. Special course fees may apply. Prerequisite, MKTG 3013. Demand.

**MKTG 4323. Advanced Sales** Students examine and build team selling skills, explore industry standard strategic selling processes, study a variety of customer relationship management strategies as well as cloud-based CRM systems and engage in sales role-plays to hone their communications and selling skills.

Prerequisite, MKTG 3093 and MKTG 3193. Spring, Summer.

**MKTG 3163. Supply Chain Management**  Aspects of moving raw materials and finished goods through the firm’s networks of warehousing, inventory control, materials management, and order processing. The student will examine trade off possibilities and management alternatives to minimize cost of production flow and to maximize customer service. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Demand.