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| For Registrar’s Use only |

Code # BU06 (2015)

**New Emphasis/Concentration or Option Proposal-Bulletin Change Transmittal Form**

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

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| **New Certificate or Degree Program** (The following critical elements are taken directly from the Arkansas Department of Higher Education’s “Criteria and Procedures for Preparing Proposals for New Programs”.) Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.*.* |

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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** |

**1. Proposed Program Title**

BS in Marketing, Sales Emphasis

**2. CIP Code Requested**

52.1804

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

Dr. Melodie Philhours

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

870-476-2084

**4. Proposed Starting Date**

1/1/2016

**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.

Page 154:

MARKETING PROGRAM: The fundamental purpose of marketing is to create value for your customers. This purpose is fulfilled by both organizations and individuals in both profit and not for profit settings. Fulfilling this purpose requires the creation, communication and delivery of a product, service or idea so that exchange can take place. The major in marketing prepares students to plan and implement successful marketing strategies across a variety of industries. Elective concentration may be chosen in Marketing Management**, Sales, International Business** or Logistics.

**LETTER OF NOTIFICATION – 3  
NEW OPTION, CONCENTRATION, EMPHASIS**(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request:

Arkansas State University, College of Business, Department of Management & Marketing

2. Contact person/title:

Dr. Melodie Philhours

Chair, Department of Management & Marketing

3. Phone number/e-mail address:

870-680-8148

mphil@astate.edu

4. Proposed effective date:

1/1/2016

5. Title of degree program:

BS in Marketing, Sales Emphasis

6. CIP Code:

52.1804

7. Degree Code:

1521

8. Proposed option/concentration/emphasis name:

Sales Emphasis

9. Reason for proposed action:

This program is designed to uniquely position students for success in sales careers. Organizations from local to multinational hire new graduates for sales careers and this proposed emphasis will prepare our students with the confidence and skills to get these jobs and to succeed in these careers. Most marketing positions, e.g. brand manager, marketing manager, etc., start in sales, so this is a logical step to prepare marketing majors for not only for the strategy-level marketing but for their more likely first job in the industry – sales representative.

10. New option/concentration/emphasis objective

The objective of the Sales Emphasis is to prepare graduates for a career in sales and marketing in all industries locally, regionally, nationally and internationally. The curriculum is designed to complement the existing marketing curriculum and to provide specialization for marketing students. As an emphasis area of the marketing degree within the College of Business, students will graduate with a solid foundation in all areas of business both quantitative and qualitative through the CoB core curriculum with additional study in strategic-level marketing. Specifically adding the theory and application of sales to this foundation will uniquely equip students to meet the unique challenges of this environment.

**11. Provide the following:**

a. Curriculum outline - List of required courses

College of Business FYE & General Education Courses – 38 hours

College of Business Core Courses – 39 hours

Marketing Core Courses – 15 hours

MKTG 3023 – Applied Research

MKTG 3163 – Supply Chain Management

MKTG 4043 – Consumer Behavior

MKTG 4083 – Marketing Research

MKTG 4223 – Marketing Management

Sales Emphasis Courses –18 hours

MKTG 3093 Professional Selling

THEA 2213 Creative Improvisation

MKTG 4123 Organizational Purchasing

MKTG 3193 Professional Sales Planning and Management  
MKTG 4323 Advanced Sales Interaction

MKTG 4263 Sales Internship  
 MKTG 4113 International Marketing

Electives

7 Hours (3 hours upper-level)

b. New course descriptions

**MKTG 3193. Professional Sales Planning and Management** A study of methods and procedures involved in planning, managing and executing sales goals and understanding the procedures involved in selection, training, organization, compensation, supervision, and evaluation of the sales force using case and experiential learning methods. Prerequisite, MKTG 3093. Spring, Summer.

**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.

c. Program goals and objectives

The program objective is to prepare graduates for careers in sales and sales management in any industry through exploration, analysis, application and creation of sales theory, techniques, skill and performance.

d. Expected student learning outcomes

Students in this program should be able to demonstrate knowledge and skills in the following areas:

1. Business Knowledge – both general and specific to this emphasis area

2. Written and Oral Communication

3. Technology Used Effectively

4. Ethical Decision Making

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

No

13. Mode of delivery to be used:

Mode of delivery will vary according to course and will include lecture, independent research, and internships.

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

None

15. Is the degree approved for distance delivery?

No

16. List courses in option/concentration/emphasis. Include course descriptions for new courses.

Sales Emphasis Courses –18 hours

MKTG 3093 Professional Selling

THEA 2213 Creative Improvisation

MKTG 4123 Organizational Purchasing

MKTG 3193 Professional Sales Planning and Management

MKTG 4323 Advanced Sales

MKTG 4263 Sales Internship

MKTG 4113 International Marketing

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

When the program grows to critical numbers, new faculty may be required. Currently the program can be managed with existing faculty. Center for Sales Leadership will require video equipment. Currently we are able to very minimally outfit the Center with enough video equipment to appropriately manage the immediate course needs.

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| **President/Chancellor Approval Date:** Enter date... | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| **Board of Trustees Notification Date:**  Enter date... |