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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**NEW CERTIFICATE PROGRAM FORM**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| |  |  | | --- | --- | | Melodie Philhours | 9/1/2020 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Sharon D. James | 9/1/2020 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Melodie Philhours | 9/18/2020 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Melody Lo | 9/22/2020 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

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

Dr. Katie Hill, [khill@astate.edu](mailto:khill@astate.edu), 870-972-3430

1. **Name of proposed Certificate Program (Program must consist of 6-21 semester credit hours):**

**Sales Leadership Certificate**

1. **Proposed effective date:**

**Spring 2021**

1. **Reason for proposed program implementation:**

**More than 15 million people work in sales, yet the rest of the population is also selling—not just objects, but ideas and techniques as well. In fact, recent research has shown that people spend 40 percent of their work time selling something, regardless of their profession! Our sales leadership certificate will give students access to specialized training that focuses on sales concepts combined with real-world sales techniques. The courses will allow students to improve communication and selling/persuasion skills, which are key skills today’s employers across all professions desire. The purpose of this program is to offer an opportunity for current students in a variety of fields of study (business, mathematics, statistics, computer science, biology, communication, and others) as well as individuals seeking promotion within an organization or to move outside the organization to increase skill in sales leadership.   
  
The proposed Undergraduate Certificate in Sales Leadership degree program fits well within this mission specifically to produce career-ready individuals completing this program. Careers students can expect when coming out with this certificate are in the sales representative and sales manager areas (insurance sales reps, wholesales and manufacturing sales reps, sales engineers, personal financial advisors, and sales managers, just to name a few). According the Bureau of Labor Statistics, Occupational Employment Statistics, personal financial sales advisor jobs are projected to grow 4% (fast as average) from 2019-2029 and the mean salary nationally of $87,850** ([**https://www.bls.gov/ooh/business-and-financial/personal-financial-advisors.htm**](https://www.bls.gov/ooh/business-and-financial/personal-financial-advisors.htm))**. According the Bureau of Labor Statistics, Occupational Employment Statistics, sales engineer jobs are projected to grow 7% (fast as average) from 2019-2029 and the mean salary nationally of $103,900** (<https://www.bls.gov/ooh/sales/sales-engineers.htm>)**. According the Bureau of Labor Statistics, Occupational Employment Statistics, insurance sales agent jobs are projected to grow 5% (faster than average) from 2019-2029 and the mean salary nationally of $50,940** ([**https://www.bls.gov/ooh/sales/insurance-sales-agents.htm**](https://www.bls.gov/ooh/sales/insurance-sales-agents.htm)**). According the Bureau of Labor Statistics, Occupational Employment Statistics sales manager jobs are projected to grow 4% (“fast as average”) from 2019-2029 and the mean salary nationally of $126,640. (**[**https://www.bls.gov/ooh/management/sales-managers.htm**](https://www.bls.gov/ooh/management/sales-managers.htm)**) Graduates of this program will be well-positioned to enter a rapidly growing field at relatively high salaries. Components of many of the classes will include sales development and training that will provide students with sales leadership experience as well as fulfill the CoB mission to support economic development in our region.**

1. **Provide the following:**
   * 1. Curriculum outline - List of courses in new program – Underline required courses

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| --- | --- |
| **Requirements:** | **Sem. Hrs.** |
| MKTG 3013- Marketing | 3 |
| MKTG 3093, Professional Selling | 3 |
| MKTG 4323, Advanced Sales | 3 |
| MKTG 3193, Sales Planning and Management | 3 |
| **Total Required Hours:** | **12** |

* + 1. Total semester credit hours required for proposed program

**12**

* + 1. New courses and new course descriptions

**NONE**

* + 1. Program goals and objectives

The Certificate in Sales Leadership is designed to provide students access to specialized training that focuses on sales concepts combined with real-world sales techniques. The courses will allow students to improve communication and selling/persuasion skills, which are key skills today’s employers across all professions desire. The purpose of this certificate is to offer an opportunity for current students in a variety of fields of study as well as individuals seeking promotion within an organization or to move outside the organization to increase skill in sales leadership. This certificate is independent of any degree program and can be used to enhance whatever degree may be pursued by the student or to demonstrate sales leadership competence for the non-degree seeking student.

* **This certificate will be considered as part of the Neil Griffin College of Business and, as such, will be a part of the fully developed assessment plan for the Griffin College.   
  Students will**1. Students will communicate effectively and professionally in writing

2. Students will demonstrate effective and professional oral communication

3. Students will be sensitive to ethical issues when making business decisions

4. Students will use critical thinking skills to make decisions

5. Students will use technology appropriately to communicate, calculate, and present concepts and data

6. Students will demonstrate business knowledge

**The Sales Leadership Certificate will contribute to all of these outcomes.**

* + 1. Expected student learning outcomes

**Students in the Sales Leadership Certificate Program will  
 (1) communicate effectively and professionally in sales and business interactions**

**(2) demonstrate prospecting and negotiation skills through research-driven initiatives**

**(3) demonstrate analytical skills through customer relationship management systems (4) use technology appropriately to communicate, calculate, and present concepts and data  
 (5) demonstrate sales knowledge through experiential learning projects**

* + 1. Documentation that program meets employer needs

**More than 15 million people work in sales, yet the rest of the population is also selling—not just objects, but ideas and techniques as well. In fact, recent research has shown that people spend 40 percent of their work time selling something, regardless of their profession! Our sales leadership certificate will give students access to specialized training that focuses on sales concepts combined with real-world sales techniques. The courses will allow students to improve communication and selling/persuasion skills, which are key skills today’s employers across all professions desire. Careers students can expect when coming out with this certificate are in the sales representative and sales manager areas (insurance sales reps, wholesales and manufacturing sales reps, sales engineers, personal financial advisors, and sales managers, just to name a few). According the Bureau of Labor Statistics, Occupational Employment Statistics, personal financial sales advisor jobs are projected to grow 15% (faster than average) from 2016-2026 and the mean salary nationally of $90,640** ([**https://www.bls.gov/ooh/business-and-financial/personal-financial-advisors.htm**](https://www.bls.gov/ooh/business-and-financial/personal-financial-advisors.htm))**. According the Bureau of Labor Statistics, Occupational Employment Statistics, wholesales and manufacturing sales jobs are projected to grow 5% (fast as average) from 2016-2026 and the mean salary nationally of $60,340 According the Bureau of Labor Statistics, Occupational Employment Statistics, sales engineer jobs are projected to grow 7% (fast as average) from 2016-2026 and the mean salary nationally of $98,720** (<https://www.bls.gov/ooh/sales/sales-engineers.htm>)**. According the Bureau of Labor Statistics, Occupational Employment Statistics, insurance sales agent jobs are projected to grow 10% (faster than average) from 2016-2026 and the mean salary nationally of $49,710** ([**https://www.bls.gov/ooh/sales/insurance-sales-agents.htm**](https://www.bls.gov/ooh/sales/insurance-sales-agents.htm)**). According the Bureau of Labor Statistics, Occupational Employment Statistics sales manager jobs are projected to grow 7% (“fast as average”) from 2016-2026 and the mean salary nationally of $121,060. (**[**https://www.bls.gov/ooh/management/sales-managers.htm**](https://www.bls.gov/ooh/management/sales-managers.htm)**) Graduates of this program will be well-positioned to enter a rapidly growing field at relatively high salaries. Components of many of the classes will include sales development and training that will provide students with sales leadership experience as well as fulfill the CoB mission to support economic development in our region.**

* + 1. Student demand (projected enrollment) for proposed program
    2. **Given that this certificate will attract students from a variety of majors and also from the community, anticipated enrollment is projected to be 20 students in year 1 growing ultimately to 50.**
    3. Program approval letter from licensure/certification entity, if required (attach) **N/A**
    4. Name of institutions offering similar programs and the institution(s) used as model to develop proposed program

**Arizona State University, Georgia State University, University of Wisconsin-Whitewater**

**Weber State University, Utah Valley University**

* + 1. Proposed program review date (within 10 years of program implementation)

**2026**

1. **Will this program be offered:**
   1. **Traditional/Face-to-face** Yes / No
   2. **Distance/Online** Yes / No
      1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

Currently 75% can be taken online. MKTG 3013 and MKTG 3093 are online and MKTG 4323 will be offered online Spring 2021.

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

NO

1. **Will this program be offered off-campus?** Yes / No
   1. **If yes, identify the off-campus location**

Enter text...

**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. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*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.** |

Page 139 (before):

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 Analytics, Sales, Logistics, and International Business. A Certificate in Marketing Analytics is available for students in any major program as well as non-degree seeking students.

Page 139 (after):

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 Analytics, Sales, Logistics, and International Business. A Certificate in Marketing Analytics or Sales Leadership is available for students in any major program as well as non-degree seeking students.

**Page 153 (before):**

Department of Management and Marketing

Certificate

Certificate in Marketing Analytics

|  |  |
| --- | --- |
| **Requirements:**  Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the certificate. | **Sem. Hrs.** |
| MKTG 3013- Marketing | 3 |
| MKTG, 4213, Marketing Analytics | 3 |
| Select Two |  |
| MKTG 4253, Data Analytics and Verification | 3 |
| MKTG 3173, Category Management |  |
| MKTG 4313, Prescriptive Analytics | 3 |
| **Total Required Hours:** | **12** |

After

Department of Management and Marketing

Certificate

Certificate in Marketing Analytics

|  |  |
| --- | --- |
| **Requirements:**  Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the certificate. | **Sem. Hrs.** |
| MKTG 3013- Marketing | 3 |
| MKTG, 4213, Marketing Analytics | 3 |
| Select Two |  |
| MKTG 4253, Data Analytics and Verification | 3 |
| MKTG 3173, Category Management |  |
| MKTG 4313, Prescriptive Analytics | 3 |
| **Total Required Hours:** | **12** |

Certificate in Sales Leadership

|  |  |
| --- | --- |
| **Requirements:** | **Sem. Hrs.** |
| MKTG 3013- Marketing | 3 |
| MKTG 3093, Professional Selling | 3 |
| MKTG 4323, Advanced Sales | 3 |
| MKTG 3193, Sales Planning and Management | 3 |
| **Total Required Hours:** | **12** |