

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@asu.edu. Before academic units can advertise undergraduate certificates or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and the University Senate, and be approved by the Executive Vice President and Provost of the University.

Definition and minimum requirements:

These are the minimum requirements for approval. Individual undergraduate certificates may have additional requirements.

An undergraduate certificate is a programmatic or linked series of courses from a single field or one that crosses disciplinary boundaries and may be free-standing or affiliated with a degree program. The certificate provides a structured and focused set of courses that can be used to enhance a student's baccalaureate experience or professional development.

An undergraduate certificate program:

- Requires a minimum of 15 semester hours of which at least 12 semester hours must be upper division
- Requires a minimum grade of "C" or better for all upper division courses
- Consists of courses that must directly relate in whole or large part to the purpose of the certificate. Example: Geographic area certificates must include only courses specific to the title of the certificate, other than a non-English language
- Is cross disciplinary; or,
 - Certified by a professional or accredited organization/governmental agency; or,
 - Clearly leads to advanced specialization in a field; or,
 - Is granted to a program that does not currently have a major

College/School/Institute: W. P. Carey School of Business
 Department/Division/School: Marketing Department
 Proposed Certificate Name: Professional Sales
 Requested effective Date: 2014-15
 Delivery method: On-campus only (ground courses and/or iCourses)

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

Campus/Locations:

Indicate all locations where this program will be offered.

- Downtown Phoenix
 Polytechnic
 Tempe
 West
 Other:

Proposal Contact

Name: Beth Walker Title: Department Chair
 Phone number: 5-6242 Email: beth.walker@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.

College/School/Division Dean name: Amy Hillman

Signature *Amy Hillman*

Date: 9/25/2013

College/School/Division Dean name:
 (if more than one college involved)

Signature

Date: / / 20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

1. Overview

- A. Provide a brief description of the new certificate.
Designed for the W. P. Carey BS student and the BA in Business student, the Professional Sales Certificate offers a set of courses that provides enhanced specialization in the field of professional sales.
- B. This proposed certificate (check one):
 - Is cross disciplinary; or
 - Is certified by a professional or accredited organization/governmental agency; or,
 - Clearly leads to advanced specialization in a field; or,
 - Is granted to a program that does not currently have a major.
- C. Why should this be a certificate rather than a concentration or a minor?
This Certificate is targeted to the undergraduate non-marketing BS and the BA in Business majors. Marketing majors are not eligible for this certificate. This Certificate would provide a specialization in professional sales.
- D. Affiliation
If the certificate program is affiliated with a degree program, include a brief statement of how it will complement the program. If it is not affiliated with a degree program, incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at ASU.
The Certificate is affiliated with the BS and BA in Business degree program. This Certificate will provide additional focus in the field of sales and cuts across all business disciplines.
- E. Demand
Explain the need for the new certificate (e.g., market demand, interdisciplinary considerations).
According to the Business Career Center (BCC) staff, employers of business undergraduate students are requesting students with a strong background and preparation in sales.
- F. Projected enrollment
What are enrollment projections for the first three years?

	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	35	55	70

2. Support and Impact
A. Faculty governance

Provide a supporting letter from the chair of the academic unit verifying that the proposed certificate has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the certificate as presented in the proposal, without impacting core program resources.

See attached Memorandum of Verification.

B. Other related programs

Identify other related ASU programs and outline how the new certificate will complement these existing ASU programs. (If applicable, statements of support from potentially-affected academic unit administrators need to be included with this proposal submission.)

none

C. Letter(s) of support

Provide a supporting letter from each college/school dean from which individual courses are taken.

3. Academic Curriculum and Requirements
A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed certificate. Examples of program learning outcomes can be found at (<http://www.asu.edu/oue/assessment.html>).

At the outcome of this Certificate program, students will be able to (1) develop an acumen appropriate for professional sales, (2) understand the processes involved in building and sustaining successful sales relationships, and (3) understand the skills necessary to manage and lead a sales team and organization.

B. Admissions criteria

List the admissions criteria for the proposed certificate. If they are identical to the admission criteria for the existing major and degree program under which this certificate will be established, please note that here.

Students will complete the certificate application, which is available online or in BA 160 Undergraduate Programs Office. Contact the Department of Marketing for more information and also see -- <http://wpcarey.asu.edu/marketing>

C. Curricular structure

Provide the curricular structure for this certificate. Be specific in listing required courses and specify the total minimum number of hours required for the certificate.

Required certificate courses

Prefix	Number	Title	Is this a new Course?	Credit Hours
MKT	300	Marketing and Business Performance OR	No	3
MKT	303	Honors Marketing Theory and Practice	No	3
MKT	370	Professional Sales and Relationship Management	No	3
MKT	410	Sales and Sales Management	No	3
<i>Section sub-total:</i>				9

Elective certificate courses

Prefix	Number	Title	Is this a new Course?	Credit Hours
MGT	430	Negotiations	No	3
MKT	435	Entrepreneurial Marketing	No	3
MKT	441	Sports Relationship Management	No	3
MKT	460	Sports Revenue Generation	No	3
MKT	484	Internship	No	3
MKT	493	Honors Thesis	No	3
<i>Section sub-total:</i>				6

Other certificate requirements

E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable

Credit Hours

Section sub-total:

Total minimum credit hours required for certificate

D. Minimum residency requirement
How many hours of the certificate must be ASU credit?
12

E. New Courses
Provide a brief course description for each new course.
NA

Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost's Office approval before this certificate is put on Curriculum and Academic Programs Committee (CAPC) agenda.

4. Administration and Resources

A. Administration

How will the proposed certificate be administered (including admissions, student advisement, retention, etc.)?

The Certificate in Professional Sales is administered by the W. P. Carey School of Business and the Department of Marketing. Students will be advised by the Department of Marketing faculty. Certificate requirements will be verified and validated in a DARS audit. There are no additional admission requirements for this certificate.

B. Resources

What are the resource implications for the proposed certificate, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this certificate please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this certificate.

No additional funding or resources are required to support the certificate.

C. Primary Faculty

List the primary faculty participants regarding this proposed certificate. For interdisciplinary certificates, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed certificate
Kim Ruggiero	Professor of Practice	Sales
Paul Mirshak	Lecturer	Sales
Michael Denning	Professor of Practice	Sales, Entrepreneurship
Detra Montoya	Clinical Associate Professor	Sales Internship
Jennifer Nahrgang	Assistant Professor	Negotiations, Management

5. Additional Materials

- A. Complete and attach the Appendix document.
- B. Provide one or more model programs of study (if appropriate).
- C. Attach other information that will be useful to the review committees and the Office of the Provost.

APPENDIX

OPERATIONAL INFORMATION FOR UNDERGRADUATE CERTIFICATES

(This information is used to populate the [Degree Search/catalog](#) website.)

Please consider the student audience in creating your text.)

A. **Proposed Certificate Name:** Professional Sales

B. **Description (150 words maximum)**

Designed for the nonmarketing major, the certificate in professional sales is created for business students who are interested in pursuing the many opportunities in professional sales. Including courses in professional sales, as well as sales management, this certificate prepares students to be successful account managers or sales team leaders in both business-to-business and business-to-consumer settings. While optional, an internship in sales, as part of the professional sales certificate, is strongly encouraged.

C. **Contact and Support Information**

Building Name, code and room number: (*Search ASU map*)

BAC 460

Program office telephone number: (*i.e. 480/965-2100*)

480/965-3621

Program Email Address:

wpcareymkt@asu.edu

Program Website Address:

<http://wpcarey.asu.edu/undergraduate/business-degrees/certificate.cfm>

D. **Program Requirements:** Provide applicable information regarding the program such as curricular restrictions or requirements, specific course lists, or academic retention requirements.

The certificate in professional sales requires 15 credit hours to complete and is available to undergraduate nonmarketing business majors, including BA in business students.

Prerequisite course:

MKT 300 Marketing and Business Performance (3) or MKT 303 Honors Marketing Theory and Practice (3)

Required courses:

MKT 370 Professional Sales and Relationship Management (3)

MKT 410 Sales and Sales Management (3)

Choose any two courses from the following set:

MKT 435 Entrepreneurial Marketing (3)

MKT 441 Sports Relationship Management (3) or MKT 460 Sports Revenue Generation (BS students only) (3)

MKT 484 Internship (in sales) (3)

MKT 493 Honors Thesis (3)

MGT 430 Negotiations (3)

To receive the certificate, students must complete the specified business courses with a grade of "C" or higher (2.00 on a scale of 4.00).

E. **Additional Admission Requirements** If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.)

There are no additional admission requirements for this certificate other than the university's and the W. P. Carey School of Business' minimum undergraduate admissions requirements.

F. **Delivery/Campus Information Delivery:**

On-campus only (ground courses and/or iCourses)

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

G. **Campus/Locations:**

Indicate all locations where this program will be offered.

Downtown Phoenix

Polytechnic

Tempe

West

Other:

Application for the Certificate in Professional Sales

This form must be typed.

Name (last, first, middle)	Affiliate ID (10 digits, located on your SUN card)	ASU ID
Local Address (include apt. number if applicable)	City, State, Zip	Phone (include area code)
Major	Catalog Year	Expected Graduation Date
Certificate Title: Professional Sales	Certificate Code:	Campus: Tempe

- ADD Certificate (in progress with certificate requirements)
- REMOVE Certificate (no longer pursuing certificate)
- COMPLETED Certificate (all certificate requirements have been completed)
 Semester all requirements were completed:

Campus, Course Prefix, Number	Course Title	Semester and Year Taken	Number of Credit Hours	Schedule Line #

**Written and signed documentation is required for exceptions to the above program of study.*

Student Signature:	Date:
Certificate Coordinator Approval:	Date:
College/Unit Approval:	Date:

Submit completed form to:

W. P. Carey School of Business
 P.O. Box 874106
 Tempe, AZ 85287-4106
 Email: wpcareymkt@asu.edu

Memorandum of Verification
August 2013

This is to verify that the Proposal for an Undergraduate Certificate in Professional Sales has been reviewed by the W. P. Carey Department of Marketing's Undergraduate Curriculum Committee, in accordance with the Department's By-Laws, Section VII, Department Committees. In August 2013, this committee approved the professional sales certificate proposal. The Marketing Department's Undergraduate Curriculum Committee consists of Professor Amy Ostrom, Professor John Eaton, and Professor Detra Montoya, who have been appointed by the department chair to assist in the development of the department's curricular programs. In addition, the professional sales certificate was discussed with the faculty at large at the fall department faculty meeting and received conceptual approval from the department faculty at that time. This certificate will not require any additional faculty resources or courses to deliver the certificate program to students.



Beth Walker
Chair, Department of Marketing
W. P. Carey School of Business
Arizona State University