

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@asu.edu.

Before academic units can advertise undergraduate concentrations 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 approved by the Executive Vice President and Provost of the University.

Definition and minimum requirements:

A concentration is a formalized selection of courses within a major.

- A concentration requires a minimum of 15 semester hours of which at least 9 semester hours must be upper division. Specialized concentrations (e.g., BIS Concentrations) may have additional or different requirements.
- A concentration is offered by a single unit and is intended exclusively for students pursuing a particular major. If a concentration consists of courses from more than one college the approval of each college Dean is required.

College/School/Institute: W. P. Carey School of Business (Select One)

Department/Division/School: Department of Marketing

Proposing Faculty Group (if applicable): NA

If this is an official joint degree program? No (Select Yes/No)

If "Yes" List all the additional college(s)/school(s)/institute(s) that will be involved in offering the degree program and providing the necessary resources. Note: All units offering this program must have collaborated in the proposal development and completed the appropriate unit and college/school approvals.

Existing degree type and name of degree program under which this concentration will be established: BS - Marketing

Proposed Concentration Name: Professional Sales

Requested effective catalog year? 2014-15(Select Catalog Year)

For deadline dates see: [Curriculum Workflow Calendars](#).

Delivery method: On-Campus Only (ground courses and/or iCourses)(Select Delivery Method)

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, Professor
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 program

College/School/Division Dean name: Amy Hillman

Signature Amy Hillman **Date:** 9/11/2013

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. Description

Provide a brief description of the new concentration (including the specific focus of the new concentration, relationship to other concentrations in this degree program, etc).

Designed specifically for the W. P. Carey School of Business Bachelor of Science Marketing major, the Professional Sales Concentration builds on the knowledge provided in the major and prepares marketing students with specialized knowledge and training in the area of professional sales. The purpose of this concentration is to equip the marketing student with cutting-edge knowledge and skill sets in communication, negotiation, relationship building that are critical skills in the professional sales area. The marketing degree will be enhanced with this expertise in an area that is growing in importance and is becoming a differentiator for successful businesses.

B. Demand

Explain the unit's need for the new concentration (e.g., market demand, research base, direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program?

From the student, employer, and marketplace perspective, demand exists to support a concentration in professional sales. The marketing department's Sales Advisory Board and other business partners have expressed a growing need for professionals who can manage the sales relationship in a manner beneficial to the company bottom line. However, students with a background in professional sales are in short supply. The professional sales concentration will provide the additional knowledge and skill set beyond the introductory sales course in the degree program to manage the sales relationship from beginning to a successful conclusion.

2. Support and Impact

A. Faculty governance

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

See Attached – Memorandum of Verification

B. Other related programs

Identify other related ASU programs and outline how the new concentration 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, or the entire concentration, 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 concentration. Examples of program learning outcomes can be found at (<http://www.asu.edu/oue/assessment.html>).

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

B. Admissions criteria

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

The admission criteria for the concentration in professional sales are the same as the criteria for the existing marketing major and marketing degree program.

C. Curricular structure

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

Required Core Courses for the Degree/Major

Prefix	Number	Title	Is this a new Course?	Credit Hours
MKT	302	Applied Marketing Management & Leadership	No	3
MKT	352	Marketing Research	No	3
MKT	402	Consumer Behavior	No	3
MKT	452	Business to Business Marketing Strategy	No	3
<i>Section sub-total:</i>				12

Required Concentration Courses

Prefix	Number	Title	Is this a new Course?	Credit Hours
MKT	370	Professional Sales & Relationship Management	No	3
MKT	410	Sales Management	No	3
MKT	484	Internship (Sales)	No	3
<i>Section sub-total:</i>				9

Elective Concentration Courses

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

Other Concentration Requirements

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

Students strongly encouraged to enroll in MKT 484 Internship in sales.

Pre-requisite: W. P. Carey BS Students majoring in marketing with a 2.5 ASU cum GPA and 56 earned credit hours; must have completed MKT 302 or MKT 303 with a grade of “C” or better; MKT 352.

Section sub-total:

Total minimum credit hours required for concentration 24

Academic Curriculum and Requirements (Continued)

D. Minimum residency requirement

How many hours of the concentration must be ASU credit?

24

E. 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 concentration is put on [Curriculum and Academic Programs Committee \(CAPC\)](#) agenda.

4. Administration and Resources

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

The Concentration in Professional Sales will be administered by the W. P. Carey School of Business and the Department of Marketing. Students will be advised by the Department of Marketing faculty. Concentration requirements will be verified and validated in a DARS audit. There are no additional admissions requirements for this concentration other than the university’s and the W. P. Carey School of Business’ minimum undergraduate admissions requirements of 1160 SAT Reasoning OR 25 ACT score, OR graduated in the top eight per cent of high school class as a freshman admit; or as a transfer admit 30 or more semester hours of credit after high school, 3.00 transfer GPA AND 1160 SAT score OR 25 ACT score OR graduated in the top eight percent of high school class.

B. What are enrollment projections for the next three years?

	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	30	50	70

C. Resources

What are the resource implications for the proposed concentration, 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 concentration 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 concentration.

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

D. Primary Faculty

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

Name	Title	Area(s) of Specialization as they relate to proposed concentration
Kim Ruggiero	Professor of Practice	Professional Sales, Relationship Management
James Spiers	Faculty Associate	Professional Sales, Services Marketing

Detra Montoya	Clinical Associate Professor	Internship, Sales and Sales Club Advisor
Michael Denning	Professor of Practice	Marketing Entrepreneurship, Sales
Jennifer Nahrgang	Assistant Professor	Negotiations, Management

5. Additional Materials

A. Major Map

Attach a copy of the “proposed” major map for this degree program and each concentration(s) to be offered. Instructions on how to create a “proposed major map” in [BAMM](#) can be found in the [Build a Major Map Training Guide](#).

B. Appendix

Complete and attach the Appendix document.

C. Attach other information that will be useful to the review committees and the Office of the Provost.

APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE CONCENTRATIONS

(This information is used to populate the [Degree Search/catalog](#) website.
Please consider the student audience in creating your text.)

1. Proposed Concentration Name: Marketing (Professional Sales)

2. Program Description (150 words maximum)

The BS in marketing with a concentration in professional sales is created for marketing undergraduate 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. An internship in sales, as a component of the professional sales concentration, is required.

3. Contact and Support Information

Building Name, code and room number: (<i>Search ASU map</i>)	Business Administration, BA 160
Program office telephone number: (<i>i.e. 480/965-2100</i>)	480/965-4227
Program Email Address:	wpcareyug@asu.edu
Program Website Address:	http://wpcarey.asu.edu/undergraduate-degrees/choose-degree

4. Delivery/Campus Information Delivery: On-campus only (ground courses and/or iCourses)(Select Delivery Method)

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.

5. Campus/Locations: indicate all locations where this program will be offered.

Downtown Phoenix Polytechnic Tempe West Other:

6. Additional Program Description Information

- A. Additional program fee required for this program? No (Select Yes/No)
B. Does this program have a second language requirement? No

7. Career Opportunities & Concentrations

Provide a brief description of career opportunities available for this degree program. If program will have concentrations, provide a brief description for each concentration. (150 words maximum)

The number of employers interested in hiring professionals for sales roles far exceeds the number of students who are interested in pursuing career opportunities in sales. This concentration will prepare students for careers in account management across a variety of industries in the business-to-business and consumer products domains.

8. 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.)

Freshmen admission requirements: 1160 SAT Reasoning OR 25 ACT score, OR graduated in the top eight per cent of high school class OR have an overall high school GPA of 3.60 in ASU competency courses (A=4.00). Freshmen should select an additional major when applying or admission. Additional choices may include any of the W. P. Carey's Business BA programs or any other business or other degree program outside W.P. Carey School of Business. Students who are not admissible to a W. P. Carey Business BS major and who did not select a second major or are not admissible to their second major choice will be placed in a Business BA program in W. P. Carey School of Business. Readmission requirements: must meet Freshman admission requirements by way of high school GPA, test score or class rank and must have a 3.0 transfer GPA (if applicable) and a 3.0 cumulative ASU GPA. Transfer admission requirements (30 or more semester hours of credit

after high school): 3.00 transfer GPA AND 1160 SAT score OR graduated in the top eight per cent of high school class. Transfer students should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey’s Business BA programs or any other business or other degree program outside W. P. Carey School of Business.

9. Keywords

List all keywords used to search for this program. Keywords should be specific to the proposed program.
Sales, Relationship Management, Sales Management

10. Advising Committee Code

List the existing advising committee code to be associated with this degree. UGBATC
Note: If a new advising committee needs to be created, please complete the following form:
[Proposal to create an undergraduate advising committee](#)

11. First Required Math Course

List the first math course required in the major map. MAT 210

12. Western Undergraduate Exchange (WUE) Eligible:

Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for [WUE](#)?
(Select Yes/No) No
Note: No action will be taken during the implementation process with regards to WUE until approval is received from the Provost.

13. Area(s) of Interest

A. Select one (1) primary Area of Interest from the list below that applies to this program.

- | | |
|--|--|
| <input type="checkbox"/> Architecture, Construction & Design | <input type="checkbox"/> Engineering & Technology |
| <input type="checkbox"/> Artistic Expression & Performance | <input type="checkbox"/> Environmental Issues & Physical Science |
| <input type="checkbox"/> Biological Sciences, Health & Wellness | <input type="checkbox"/> Interdisciplinary Studies |
| <input checked="" type="checkbox"/> Business, Management & Economics | <input type="checkbox"/> Languages & Cultures |
| <input type="checkbox"/> Communication & Media | <input type="checkbox"/> Law & Justice |
| <input type="checkbox"/> Computing & Mathematics | <input type="checkbox"/> Social Science, Policies & Issues |
| <input type="checkbox"/> Education & Teaching | |

B. Select any additional Areas of Interest that apply to this program from the list below.

- | | |
|---|--|
| <input type="checkbox"/> Architecture, Construction & Design | <input type="checkbox"/> Engineering & Technology |
| <input type="checkbox"/> Artistic Expression & Performance | <input type="checkbox"/> Environmental Issues & Physical Science |
| <input type="checkbox"/> Biological Sciences, Health & Wellness | <input type="checkbox"/> Interdisciplinary Studies |
| <input type="checkbox"/> Business, Management & Economics | <input type="checkbox"/> Languages & Cultures |
| <input type="checkbox"/> Communication & Media | <input type="checkbox"/> Law & Justice |
| <input type="checkbox"/> Computing & Mathematics | <input type="checkbox"/> Social Science, Policies & Issues |
| <input type="checkbox"/> Education & Teaching | |





The following fields are to be completed by the Office of the Executive Vice President and Provost of the University.







CIP Code: _____






Plan Code: _____

**2014 - 2015 Major Map
Marketing (Professional Sales), BS (Proposed)**

CJSIKQQ

Term 1 0 - 16 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 CIS 105: Computer Applications and Information Technology (CS)	3	C	<ul style="list-style-type: none"> • An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses • ASU Math Placement Exam score determines placement in Mathematics course • ASU 101 or College specific equivalent First Year Seminar required of all freshman students. • See academic advisor for appropriate Student Success course requirement if not a first-time freshman.
 MAT 210: Brief Calculus (MA)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
WPC 101: Student Success in Business	1		
Historical Awareness (H)	3		
Humanities, Fine Arts and Design (HU)	3		
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	16		

Term 2 17 - 31 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 ACC 231: Uses of Accounting Information I	3	C	
 MAT 211: Mathematics for Business Analysis	3	C	
 ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions	3		
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	15		

Term 3 32 - 47 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 ACC 241: Uses of Accounting Information II	3	C	
 ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
 ECN 221: Business Statistics (CS)	3	C	
PSY course (SB)	3		
Natural Science - Quantitative (SQ)	4		
 Minimum 2.00 GPA ASU Cumulative.			
Complete Mathematics (MA) requirement.			
Term hours subtotal:	16		

Term 4 48 - 61 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 MKT 302: Applied Marketing Management and Leadership (L)	3	C	

SOC course (SB)	3	
Cultural Diversity in the U.S. (C)	3	
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4	
WPC 301: Business Forum	1	C

◆ Minimum 2.00 GPA ASU Cumulative.

Term hours subtotal: 14

Term 5 62 - 76 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
◆ MKT 352: Marketing Research (L)	3	C	
◆ MKT 370: Professional Sales and Relationship Management	3	C	
◆ MGT 300: Organization and Management Leadership	3	C	
◆ SCM 300: Global Supply Operations	3	C	
◆ ENG 302: Business Writing (L)	3		
Term hours subtotal:	15		

Term 6 77 - 91 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
◆ MKT 402: Consumer Behavior	3	C	
◆ MKT 452: Business-to-Business Marketing Strategy	3	C	
◆ FIN 300: Fundamentals of Finance	3	C	
◆ LES 305: Legal, Ethical, and Regulatory Issues in Business	3	C	
General Education Elective	3		
Term hours subtotal:	15		

Term 7 92 - 106 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
◆ MKT 410: Sales and Sales Management	3	C	
◆ Upper Division International Business Elective AND Global Awareness (G)	3	C	
Upper Division Humanities, Fine Arts and Design (HU)	3		
General Education Elective	3		
Elective	3		
Term hours subtotal:	15		

Term 8 107 - 120 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
◆ WPC 480: W. P. Carey Capstone Course	3	C	
◆ Upper Division Marketing Concentration Elective	3	C	
◆ MKT 484: Internship	3	C	
Upper Division Elective	2		
Elective	3		
Term hours subtotal:	14		

- For a list of General Education Elective course options, please visit the following website: <http://my.wpcarey.asu.edu/gened>.

Upper Division Marketing Concentration Electives	Upper Division International Business Elective
MKT 435: Entrepreneurial Marketing	ECN 306: Survey of International Economics (SB & G)
MKT 441: Sports Relationship Management	MGT 302: Principles of International

MKT 460: Sports Revenue Generation	Business (G)
MKT 493: Honors Thesis (L)	MKT 425: Global Marketing Management (G)
MGT 430: Negotiations	SCM 463: Global Supply Chain Management (G)

Notes:

- Total UD Hours: 51 Upper Division Hours Required for all W. P. Carey School of Business degree programs.
- Transfer UD Business Course Hours: 9 Hours Maximum.
- Community College Business Hours: 30 Hours Maximum.
- Minimum 2.0 W. P. Carey School Business Courses GPA

Total Hours: 120
Upper Division Hours: 45 minimum
Major GPA: 2.00 minimum
Cumulative GPA: 2.00 minimum
Total hrs at ASU: 30 minimum
Hrs Resident Credit for Academic Recognition: 56 minimum
Total Community College Hrs: 64 maximum

General University Requirements Legend

- General Studies Core Requirements:
- Literacy and Critical Inquiry (L)
 - Mathematical Studies (MA)
 - Computer/Statistics/Quantitative Applications (CS)
 - Humanities, Fine Arts and Design (HU)
 - Social and Behavioral Sciences (SB)
 - Natural Science - Quantitative (SQ)
 - Natural Science - General (SG)

- General Studies Awareness Requirements:
- Cultural Diversity in the U.S. (C)
 - Global Awareness (G)
 - Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2014 - 2015 academic year.

Memorandum of Verification
August 2013

This is to verify that the Proposal for an Undergraduate Concentration 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 concentration 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 concentration 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