

**NEW, REVISED, OR DELETED PROGRAM COVER SHEET  
2005-2006  
University Curriculum Committee  
Undergraduate Programs (Majors, Minors, Sequences)**

DEPARTMENT/SCHOOL MARKETING \_\_\_\_\_  
2005

DATE SEPTEMBER 19,

**A. Proposed Action:** (more than one item may be checked if a revision).

- \_\_\_\_\_ New Major CIPS CODE \_\_\_\_\_ (obtain from Planning, Policy Studies and Info Systems)
- \_\_\_\_\_ New Minor CIPS CODE \_\_\_\_\_ (obtain from Planning, Policy Studies and Info Systems)
- X  New Sequence
- \_\_\_\_\_ Change in requirements for major
- \_\_\_\_\_ Change in requirements for minor
- \_\_\_\_\_ Change in requirements for sequence
- \_\_\_\_\_ Other program revisions
- \_\_\_\_\_ More than 50% of courses in this program are distance education.
- \_\_\_\_\_ Program deletion

**B. Summary of proposed action** (see Part A), including title and exact *Undergraduate Catalog* copy for a new or altered program. (See *Catalog* and Program Checklist for format and examples.) Provide a summary of the revisions in addition to the exact current *Catalog* copy.

Professional Sales Sequence

**C. Routing and action summary:**

<p>1. _____ Date Approved Department/School Curriculum Committee Chair</p>	<p>4. _____ Date Approved College Dean</p>
<p>2. _____ Date Approved Department Chair/School Director</p>	<p>5. _____ Date Approved Teacher Education Council Chair if appropriate (10 copies to the Dean of the College of Education)</p>
<p>3. _____ Date Approved College Committee Chair</p>	<p>6. _____ Date Approved University Curriculum Committee Chair (8 copies to UCC Secretary, Moulton 108A)</p>

Submit 8 copies of **NEW** Undergraduate proposals to University Curriculum Committee

Submit 8 copies of **REVISED** Undergraduate proposals to University Curriculum Committee

All new and deleted programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate. **The Senate rules mandate electronic submission (in MS Word or HTML format) of all materials for website posting.**

3/05

Catalog Copy

**Professional Sales Sequence:**

- The 43 hours of required core and non-business courses include the following: BUS 100; ACC 131, 132, 270; FIL 185, 240; MKT 230; MQM 100, 220, 227, 385; ECO 105; ENG 145.13; MAT 121 or 145.
- Marketing major required courses (9 hours): MKT 231, 232, 338.
- Required sequence courses: MKT 234, 334
- Professional Sales sequence elective courses: (9 hours selected from): MKT 329, 335, 311, 324, 325, 326, 398.03. NOTE: Up to 3 hours of MKT 287 and 398.04 may be counted as part of the 9 hours listed above.
- The senior year's work (last 30 hours) must be completed in residence at Illinois State University.
- At least 60 of the 120 hours required for graduation must be in courses other than business (ACC; BTE; FIL; INB; MKT; and MQM). Up to nine hours of economics and up to six hours of statistics courses may be counted as non-business courses.

**New Program Description  
And Explanation  
for the Professional Sales Sequence**

**Institution:** ILLINOIS STATE UNIVERSITY

**Department:** DEPARTMENT OF MARKETING

**College:** COLLEGE OF BUSINESS

**New Program Title:** PROFESSIONAL SALES SEQUENCE

**Date of Implementation:** FALL 2006

**Description of Proposed Program:** Adding a sequence to the Marketing degree program in Professional Sales. The program will consist of three required courses in Marketing and two required and three elective courses for the sequence.

**Rationale for Proposal:** The addition of a sequence in Professional Sales was part of a departmental strategic plan that was first developed in 2001. As the department either replaced or was allowed to add tenure track faculty, the department included in its priority to hire a faculty member with an interest in teaching and research in the professional sales/sales management area. Over the past several years, the number of faculty who are assigned to teach professional sales has grown from three to four faculty members. As such, the number of faculty members is sufficient to meet the scheduling needs for the sequence.

Moreover, the Professional Sales area has long been recognized by the College of Business as a "Point of Pride." In fact, a professional sales learning center was designed for the new College of Business Building. This state of the art facility will provide the Professional Sales Sequence students with exposure to the latest theories and practice in sales education, research, and profession.

In addition, the key courses for the proposed sequence in Professional Sales have been offered in the Department of Marketing since before its existence as a separate department in 1985. Also, marketing majors at Illinois State University have had the ability to select the Professional Sales as an unofficial career track since 1987. The Department of Marketing faculty has expressed a desire to elevate the sales program from an informal selection or concentration of courses to a formalized sequence denoting a valuable area of specialized study within the Marketing major.

Furthermore, more and more students are taking advantage of the sales program as a source of career enhancing knowledge, skills, and attitudes; thus we need to recognize their efforts and achievements with a formal notation on their transcripts.

The professional sales career track is very popular with students. In addition, the number of student internship in professional sales has greatly increased in the past five years. Lastly, the faculty members in professional have continued to develop relationships with sales practitioners which should be beneficial in developing additional internships for students and placement opportunities for graduates. "Employment of sales representatives, wholesale and manufacturing, is expected to grow about as fast as the average for all occupations through the year 2012 due to continued growth in the variety and number of goods to be sold. Also, many job openings will result from the need to replace workers who transfer to other occupations or leave the labor force".<sup>1</sup>

Now that the number of faculty who are trained in the area of Professional Sales has reach critical mass to effectively support the new sequence, the department believes it to be important to formally recognize the efforts of these faculty and students by formalizing the Sequence in Professional Sales.

**Expected Impact on Existing Campus Programs:** The department believes that the new sequence will not impact any other department across campus.

**Expected Curricular Changes:** There are three new courses that are being proposed as part of this New Sequence Proposal. Those three course proposals are: 1) MKT 324: Advanced Professional Selling and Negotiations; 2) MKT 325 Key Account Selling and Relationship Management; and 3) MKT 326 Professional Sales Planning and Analysis.

**Milner Library Resources:** Milner Library has been contacted (Kay Weir, Business Librarian). The annual budget for all of business and economics is \$312,389, of which \$176,055 is for periodicals and \$15,750 is for electronic resources. There is no feasible way to isolate what was spent on books in the sub-areas of professional sales in a given year. Inasmuch professional sales has existed as an unofficial career track for number of years, and the key courses have been taught for a number of years, the library resources are already in place. If additional library resources required, these resources will be paid for through the Albert N. Attaway Professional Sales Library Endowment and placed in the Albert N. Attaway Professional Sales Library in the Enterprise Rent-A-Car Foundation Professional Sales Learning Center.

**Anticipated Staffing Arrangements:** The faculty who currently teach the professional sales area will also teach the proposed courses. In addition, the number of students who are allowed to declare Professional Sales as a sequence will be limited. As such, current staffing is sufficient to meet the requirements of the sequence.

**Anticipated Funding Needs:** No additional funds will be required. Scholarships for students will be provided by the Enterprise Rent-A-Car Foundation Professional Sales Scholars Endowment Fund. This \$500,000 endowment should be able to provide for up to 20 scholarships per year.

An analysis of the number of excess seats currently available to Marketing students (including current course offerings, the addition of a replacement faculty member whom we are currently searching for, the number of internships completed in the year, and the number of seats the Department of Communications will reserve for our students), it is projected that there will be approximately 728 seats made available for approximately 380 junior/senior marketing majors. In addition, the number of available seats is even larger if one considers the number of students who will take one or more courses that are offered during the two Summer sessions. Couple this information with the fact that demand for Marketing course will probably decline due to the requirements for the BUA major were recently change. BUA majors would typically take 2-3 Marketing courses during their junior and senior year, with a good percentage of them double majoring in Marketing due to the ability to double count courses for both degrees. Since the change in the BUA curriculum, BUA majors are now required to take just one Marketing class, MKT 232. As such, the overall demand for junior and senior level Marketing courses should decline. As such, it appears the proposed changes in the Marketing degree program will not require any additional funding requirements.

<sup>1</sup> U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, September 2005, <http://www.bls.gov/oco/ocos020.htm>