

# Program Change Request

## New Program Proposal

Date Submitted: 07/09/24 12:31 pm

Viewing: **PRSAUM : Professional Sales**

## Undergraduate MicroCertificate

Last edit: 10/03/24 12:26 pm

Changes proposed by: judy

Submitter:	User ID:	judy	Phone:
479-575-4622			
Program Status	Active		
Academic Level	Undergraduate		
Type of proposal	MicroCertificate		
Select a reason for this new program	Adding New Undergraduate MicroCertificate		
Effective Catalog Year	01/05/2025		
College/School Code	Walton College of Business (WCOB)		
Department Code	Department of Marketing (MKTG)		
Program Code	PRSAUM		
Degree	Undergraduate MicroCertificate		
CIP Code			

### In Workflow

1. WCOB Dean Initial
2. Director of Curriculum Review and Program Assessment
3. Registrar Initial
4. Institutional Research
5. MKTG Chair
6. WCOB Curriculum Committee
7. WCOB Faculty
8. WCOB Dean
9. Global Campus
10. Provost Review
11. Undergraduate Council
12. Faculty Senate
13. Provost Final
14. Registrar Final
15. Catalog Editor Final

### Approval Path

1. 07/09/24 1:37 pm  
Alan Ellstrand (aellstra): Approved for WCOB Dean Initial
2. 08/22/24 10:36 am  
Lisa Kulczak (lkulcza): Approved for Director of Curriculum Review and Program Assessment

3. 08/27/24 2:32 pm  
Gina Daugherty  
(gdaugher):  
Approved for  
Registrar Initial
4. 08/29/24 9:28 am  
Doug Miles  
(dmiles): Approved  
for Institutional  
Research
5. 08/29/24 9:38 am  
Judith Garretson  
Folse (jagfolse):  
Approved for MKTG  
Chair
6. 08/29/24 10:12 am  
Alan Ellstrand  
(aellstra): Approved  
for WCOB  
Curriculum  
Committee
7. 08/29/24 10:12 am  
Alan Ellstrand  
(aellstra): Approved  
for WCOB Faculty
8. 08/29/24 10:15 am  
Alan Ellstrand  
(aellstra): Approved  
for WCOB Dean
9. 08/29/24 10:16 am  
Suzanne Kenner  
(skenner): Approved  
for Global Campus
10. 08/29/24 10:17 am  
Jim Gigantino  
(jgiganti): Approved  
for Provost Review

52.1804 - Selling Skills and Sales Operations.

Program Title

Professional Sales Undergraduate MicroCertificate

## Program Delivery

## Method

On Campus

Is this program interdisciplinary between two or more colleges or schools?

No

Do the proposed changes impact any specific course(s) from another college or school?

No

What are the total 9  
hours needed to  
complete the  
program?

## Program Requirements and Description

### Requirements

#### Undergraduate MicroCertificate in Professional Sales

The Professional Sales Undergraduate MicroCertificate certifies that students have completed coursework and demonstrated application of knowledge gain in the classes for advances preparation for a career in professional sales. Students will understand and be able to articulate the sales process, and demonstrate proficiency by participating in sales case study role play scenarios. The course work and practice will equip certificate holders to be successful in an entry level or higher sales role and be able to have a shorter learning and training time in a new job. Students will gain knowledge and have a deep understanding of how to prospect and target qualified clients. Discover their client's needs then develop a clear and concise value proposition that leads to successful value creation. Graduates will therefore understand the most successful path to closing business in B2B, B2C, and CPG selling situations. These Graduates will be highly sought after for professional selling roles in a variety of industries.

**Professional Sales Undergraduate MicroCertificate Requirements:** The Professional Sales Undergraduate MicroCertificate requires nine credit hours that may also be used to fulfill the requirements for an undergraduate degree. Students seeking to be awarded the Professional Sales MicroCertificate must apply, be accepted, and maintain good standing with the sales program and Marketing Department. The specific requirements are listed below. See an advisor for course selection.

Required Courses:	6
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<a href="#">MKTG 43403</a>	Selling and Sales Management
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<a href="#">MKTG 43503</a>	Advanced Professional Selling
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Select one of the following:	3
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<a href="#">MKTG 43603</a>	Selling and Sales Application and Leadership
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<a href="#">MKTG 43703</a>	Selling and Sales Analytics
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Total Hours

9

## 8-Semester Plan

Program Costs

NA

Library Resources

NA

Instructional

Facilities

NA

Faculty Resources

NA

List Existing Certificate or Degree Programs  
that Support the Proposed Program

Program(s)
MKTGBS - Marketing, Bachelor of Science in Business Administration

Are Similar Programs available in the area?

No

Estimated Student 15

Demand for Program

Scheduled Program NA

Review Date

Program Goals and

Objectives

Program Goals and Objectives
The Professional Sales Micro Certificate aims to equip future graduates with advanced skills and knowledge in the art and science of selling. Students will learn and practice these skills through classroom instruction, role play, and actual selling, preparing them for a career in the noble and prestigious profession of sales. Graduates will enter the workforce capable of independently generating revenue and adding value to clients and employers.

Learning Outcomes

Learning Outcomes
Upon completing the Professional Sales MicroCertificate, holders will: <ul style="list-style-type: none"> <li>Master the 8-step sales process, articulating the critical steps in the process and navigating clients through the</li> </ul>

### Learning Outcomes

process.

- Develop effective discovery questioning techniques to uncover client needs.
- Formulate and present clear and concise value propositions that solve client needs.
- Skillfully handle and resolve client objections to proposed solutions.
- Demonstrate proficiency in closing a sale.
- Exhibit personal and professional skills essential for a successful career as a Sales Professional.

#### Description and Justification for this request

Description of request	Justification for request
Creation of new MicroCertificate for Professional Sales.	Meeting student demand for increased interest in sales and this MicroCertificate will help with creating skills for students.

#### Upload attachments

[RE\\_Additional Language Proposal to include required application.pdf](#)

#### Reviewer Comments

**Lisa Kulczak (lkulcza) (08/22/24 10:35 am):** Adjusted proposed effective date from fall 2024 to spring 2025, pending completion of the approval process. Separated learning outcomes into one row per outcome.

**Gina Daugherty (gdaugher) (08/27/24 2:32 pm):** Updated title to match normal convention.

**Doug Miles (dmiles) (08/29/24 9:28 am):** Changed CIP code to 52.1804 after consulting with dept chair

**Lisa Kulczak (lkulcza) (10/03/24 12:18 pm):** Per discussion at the September Undergraduate Council meeting, added additional language in the requirements section indicating that students must apply to the MicroCertificate program. See attached email exchange.

Key: 1004