

From: [Lisa Kulczak](#)
To: [Alan E. Ellstrand](#); [John Robert Ballentine](#)
Subject: RE: Additional Language Proposal to include required application.
Date: Thursday, October 3, 2024 12:16:29 PM
Attachments: [image001.png](#)

No questions on my end and I've made the updates. We should be ready to go at the October UC meeting.

Thanks,

Lisa

From: Alan E. Ellstrand <AEllstrand@walton.uark.edu>
Sent: Thursday, October 3, 2024 10:55 AM
To: John Robert Ballentine <JBallentine@walton.uark.edu>; Lisa Kulczak <lkulcza@uark.edu>
Subject: Re: Additional Language Proposal to include required application.

The statement looks good to me, John.

Lisa—if you have any suggestions, please let me know. Otherwise, please update the program requirements and let us know if there is anything else we can do.

Alan

From: John Robert Ballentine <JBallentine@walton.uark.edu>
Date: Thursday, October 3, 2024 at 9:04 AM
To: Alan E. Ellstrand <AEllstrand@walton.uark.edu>
Subject: Additional Language Proposal to include required application.

Alan, I added the sentence in blue.

Let me know if this make sense and works. I am sorry I missed this detail for the initial submission to the catalog.

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 and application process.

Thanks again for your help!

JB

John R Ballentine, M.B.A.

Instructor

Sales Program Director

University of Arkansas – Sam M. Walton College of Business

Professional Sales Program: walton.uark.edu/initiatives/sales-program

479-408-3307

