

PROGRAM COMPONENT (Group B) OR NON-SUBSTANTIVE MINOR REQUEST FORM (Short Form)

Instructions: Please use one form for each request/action. Clearly mark all changes using either (1) Track Change or (2) strikethroughs for deletions and underlines for additions. Following the approval of the appropriate college curriculum committee, the **department chair** will e-mail the completed form to gracemiller@uidaho.edu.

Deadline: This form must be submitted by October 1 for inclusion in the next available General Catalog and to be available for scheduling beginning with the next summer session.

When applicable, a Curriculum Change Form and Course Approval Forms must accompany the short form.

Submission Information

This section must be completed

Dept Chair Name:	Scott Metlen	Email:	metlen@uidaho.edu
College:	College of Business and Economics		
Department/Unit:	Department of Business		
Dept/Unit Approval Date:	Sep 7	Vote Record:	24-0
College Approval Date:	Sep 28	Vote Record:	19-0
Primary Point of Contact:	Sanjay R. Sisodiya, Marketing Area Coordinator	Email:	sisodiya@uidaho.edu
Briefly describe the change you are requesting:	Sales Management Minor Proposal		

What is the financial impact of the requested change?

Greater than \$250,000 per FY:	<input checked="" type="checkbox"/>	Less than \$250,000 per FY:	<input type="checkbox"/>
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****Note: If financial impact is greater than \$250,000, you must complete a Program Proposal form.**

Describe the financial impact: None, as no new courses are being created and using existing capacity in classes being delivered.

Rationale for Program Component Request or Name Change

This section must be completed

Explain the change you are requesting, and provide a rationale for this request. Include an explanation of how the department will manage the added workload for a new program component; describe whether the program component curriculum and admissions requirements remain the same; describe the rationale for a name change or degree designation change, if applicable.

Rationale

Marketing is the set of activities that focus on the interaction between the organization, its products (including goods and services), and its customers. The sales function, a subset of marketing activities, includes the art of selling products and managing the sales activities of the organization. In many organizations, the sales function is performed by individuals with varying backgrounds and educational experiences. The proposed Sales Management Minor is intended to better aid those individuals to be successful in sales careers, as evidence shows that student's with training from university sales programs ramp up 50% faster when compared to their non-sales educated peers and have lower turnover rates (salesfoundation.org).

The proposed Sales Management Minor is open to business and non-business students to enhance the skillset of students as they consider careers in the field of sales.

The proposed Sales Management Minor includes courses that provide a foundation in marketing knowledge (Econ 202 or 272; Mktg 321), the sales function (AgEc 333 and Mktg 422), an opportunity for hands-on learning, and supporting electives. Students taking the economics courses have the underpinning knowledge to understand the role between the types and quantity of products produced by an organization, prices products sell for, and the effect on income of the organization. Mktg 321 is the marketing course that introduces students to the concept of marketing and the interconnectedness of marketing activities. Introduction to Sales (AgEc 333) introduces students to the sales function and process of personal selling. Sales Management (Mktg 422) emphasizes the management of the sales force and considers topics that includes recruiting, selecting, training, compensating, motivating, supervising, and directing sales staff and managing selling efforts. The Sales Practicum Electives provides students with hand on opportunities to develop sales skills. The Sales Electives allow students to learn more about related fields and support functions that may assist a student considering a career in sales. The Sales Electives have been carefully selected to support training in sales, and includes courses in pricing (Mktg 424), the fields of channel relationships (Mktg 425, Mktg 426, and OM 470) and managing human capital (MHR 417).

We believe the offering of a Sales Management Minor is timely for a number of reasons. Per the US Bureau of Labor statistics, the sales function is identified as a business career with high pay (US Bureau of Labor Statistics; Career Outlook 2016). There is an anticipated annual growth rate of 5% for careers in sales (US Bureau of Labor Statistics; Projection of Occupational Employment, 2014-24) and identified as an occupation having some of the most career openings during the 2016-26 period (US Bureau of Labor Statistics; Projection of Occupational Employment, 2016-26). Additionally, with the right sequence of courses, a student could position themselves in a marketing specialist field (identified as #10 in the Idaho Hot Jobs 2014-24 report). Salaries in the field of sales vary widely, for example, median salary for an insurance sales agent is \$48,200 while a sales engineer has median salary of \$97,600 (US Bureau of Labor Statistics; Career Outlook 2016). After having completed a Sales Management Minor, students pursuing a non-marketing major may be able to position themselves for a career in sales.

Workload and Admission Requirements

The Sales Management Minor is designed to use existing courses. All College of Business and Economics (CBE) and College of Agricultural and Life Sciences (CALs) courses for the minor exist, have capacity and are offered regularly. The minor is open to all business and non-business students.

Assessment

Each area in the CBE conducts annual reviews to evaluate programs, and this includes the evaluation of courses. The data from these assessments are used to make changes to teaching and learning practices, update courses, and add/drop courses. Faculty in the marketing area will continue to work with faculty in Agricultural Economics to assess AgEc 333.

Name or Degree Change Only Requests

Leave blank if not making a name and/or degree change only request

This section to be completed **ONLY** for changes to the name of: degree, major, minor, option, emphasis, certificate, teaching endorsement.

Current Name:	
New Name:	
Current Degree:	
New Degree:	
Other Details:	
Effective Date:	

Please indicate if any course or curriculum changes are occurring as a result of this name or degree change request: Yes No

If there are accompanying curriculum or course changes, complete the next section and attach the curriculum and/or course forms.

****Note:** A substantive change to a program degree, major, or program component may require a program proposal form.

Please indicate whether 25% or more of the program learning outcomes are changing: Yes No

****Note:** If you answered YES to this question, complete the table below:

	List Old Learning Outcomes	New Learning Outcome, if changed <i>(if no change, write N/A and move to next outcome)</i>	New Direct Measure <i>(list student work product and explain how it will be evaluated)</i>	Have you updated the assessment cycle to include this change? <i>(yes/no)</i>
SLO#1				
SLO#2				
SLO#3				
SLO#4				
SLO#5				

Program Component Request

Leave blank if not adding, discontinuing, or modifying a program component. Program components consist of option, emphasis, minor, academic certificate less than 30 credits, or teaching endorsement

Clearly mark all changes to existing program components by using either (1) Track Change or (2) strikethroughs for deletions and underlines for additions. A curriculum change form and/or course approval forms associated with this request are required to be submitted with this short form.

X	Create New		Discontinue	Implementation Date:	Summer 2019
	Graduate Level	X	Undergraduate Level	Law Level	Credit Requirement: 18 Credits

Are new courses being created: (circle your response)	No	Yes	If yes , how many courses will be created:	
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If the request is for an option or emphasis, enter the associated major and degree:

Major:		CIP Code:	52.1804	Degree:	
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Enter the name of the program component in the appropriate row:

Option:	
Emphasis:	
Minor:	Sales Management Minor
Academic Certificate less than 30 credits:	
Teaching Endorsement (Major/Minor):	

Provide a summary/description of the program component using 50 words or less:

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Learning Outcomes and Assessment Information

This section must be completed if program component request section is completed

<p>1. List the intended learning outcomes for the program component. Use learner centered statements that indicate what will students know, be able to do, and value or appreciate as a result of completing the program:</p> <p>Sales-Oriented Learning Objectives:</p> <ol style="list-style-type: none"> Describe the personal selling process. Understand and apply the various techniques of personal selling. Determine the appropriate level of sales effort (through sales management) to meet the objectives of the organization. Develop skills in designing and executing sales management programs.
<p>2. Describe the assessment process that will be used to evaluate how well students are achieving the intended learning outcomes of the program component:</p> <p>The assessment process includes a combination of evaluating project deliverables, assignments, exams, and presentations. With respect to the Sales-Oriented Learning Objectives, assessment is performed:</p> <p>Learning Objectives 1 and 2 are assessed in Mktg 321 and AgEcon 333 using a combination of assignments, exams, and a project. Learning Objectives 3 and 4 are evaluated using assignments, exams, simulation, and reflection paper in Mktg 422. Additional assessment for Learning Objectives 1-4 are done in the Sales Practicum Electives, and will be through the evaluation of work products (typically projects).</p>
<p>3. How will you ensure that the assessment findings will be used to improve the program?</p> <p>Each area in the CBE conducts annual reviews to evaluate programs, and this includes the evaluation of courses (including those in Sales Minor Option). The data from these assessments are used to make changes to teaching and learning practices, update courses, and add/drop courses. Faculty in the marketing area will continue to work with faculty in Agricultural Economics to assess AgEc 333.</p>
<p>4. What direct and indirect measures will be used to assess student learning?</p> <p>We will be using direct measures to assess student learning. Here, we will evaluate a combination of project deliverables, assignments, exams, and presentations (Mktg 321, AgEc 333, and Mktg 422). Also, Mktg 422 uses a sales simulation, and students will be evaluated on their performance in the simulation and the reflection paper written after the simulation is completed.</p>
<p>5. When will assessment activities occur and at what frequency?</p>

Assessment is performed for each course each semester.

Distance Education Availability

This section must be completed if program component request section is completed

To comply with the requirements of the Idaho State Board of Education (SBOE) and the Northwest Commission on Colleges and Universities (NWCCU), the University of Idaho must declare whether 50% or more of the curricular requirements of a program may be completed via distance education. **If the program component is to be offered via distance education, additional or different formwork may be required.** Contact provost@uidaho.edu for assistance.

The U.S. Department of Education defines distance education as follows:

Distance education means education that uses one or more of the technologies listed below to deliver instruction to students who are separated from the instructor and to support regular and substantive interaction between the students and the instructor, either synchronously or asynchronously. The technologies may include--

- (1) *The internet;*
- (2) *One-way and two-way transmissions through open broadcast, closed circuit, cable, microwave, broadband lines, fiber optics, satellite, or wireless communications devices;*
- (3) *Audio conferencing; or*
- (4) *Video cassettes, DVDs, and CD-ROMs, if the cassettes, DVDs, or CD-ROMs are used in a course in conjunction with any of the technologies listed in paragraphs (1) through (3).*

Can 50% or more of the curricular requirements of this program component be completed via distance education?	Yes*	X	No	
*If Yes, can 100% of the curricular requirements of this program component be completed via distance education?	Yes		No	X

Geographical Area Availability

This section must be completed if program component request section is completed

Identify the geographical area(s) this program component can be completed in:

Moscow	X		
Coeur d'Alene			
Boise*			
Idaho Falls*			
Other**		Location(s):	

*Note: Programs offered in locations other than Moscow may require additional formwork from the State Board of Education. Contact the Office of the Provost and Executive Vice President for additional information.

**Note: If Other is selected, identify the specific area(s) this program component will be offered.

Required Courses (9 credits)

- AgEc 333 Introduction to Sales
- Mktg 321 Marketing
- Mktg 422 Sales Management

Economics Elective (3-4 credits):

- Econ 202 Principles of Microeconomics
- Econ 272 Foundations of Economic Analysis

Sales Practicum Electives (3 credits)

AgEc 433 Advanced Sales

Bus 429 Vandal Solutions

Mktg 398 Internship

Sales Elective (3 credits)

MHR 417 Deploying and Developing Human Capital

Mktg 424 Pricing Strategy and Tactics

Mktg 425 Retail Distribution Management

Mktg 426 Marketing Channels Management

OM 470 Supply Chain Management

Courses to total 18 or 19 credits for this minor

Note: This minor is not open to students pursuing the B.S. Business Administration, Marketing - Sales Management Option.