

**MICHIGAN STATE
UNIVERSITY**

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March 3, 2008

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ASST PROV UNDERGRAD ED

MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request to Establish a Specialization in Sales Leadership Communication
with a stated Admission Requirement and Grade-Point Requirement

For Transmittal to the University Committee on Academic Policy (UCAP)

The request referenced above is being sent to you for action by the University Committee on Academic Policy (UCAP).

UCAP Response Requested:

Please ask the UCAP to consider the request referenced above at its meeting on March 13, 2008. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the members of the UCAP.

The academic program and course requests referenced above will be included on the agenda for the March 13, 2008 meeting of Subcommittee C, University Committee on Curriculum (UCC). Requests that are approved by Subcommittee C on March 13 will be before the Full Committee, UCC, for action on April 3, 2008. Requests that are approved by the Full Committee on April 3 will be included in the April 15, 2008, Report of the UCC to the Academic Council.

If you have any questions about this memorandum or the attached materials, please call me at 5-8420.

Thank you for your help.

Attachments:

1. Request to Establish a Specialization in Sales Leadership Communication.



**UNIVERSITY
CURRICULUM
and CATALOG**

Michigan State University
176 Administration Building
East Lansing, Michigan
48824-1046

PH: 517/355-8420
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COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to establish a **Specialization in Sales Leadership Communication** in the College of Communication Arts and Sciences. The University Committee on Academic Policy (UCAP) will consider this request at its March 13, 2008 meeting.

- a. **Background Information:**

Career Services at Michigan State University is observing a widening gap between the increasing number of organizations seeking graduates for sales and sales management careers and the number of students trained to pursue these careers. Graduates who are well-trained in relational sales skills and applications are much more effective and able to assume sales leadership careers as they progress professionally. Eleven universities across the United States offer sales programs in business, but none effectively integrates the disciplines of communication and business. Thus, Michigan State University can leverage its strengths in these fields and build an effective sales leadership and communication specialization that will be unique.

- b. **Academic Programs Catalog Text:**

SPECIALIZATION IN SALES LEADERSHIP COMMUNICATION

The Specialization in Sales Leadership Communication provides students with the set of educational experiences, courses, and training they need to become successful sales agents and leaders in a sales-intensive corporate setting. The specialization prepares students to be successful in any sales setting and provides the management skills necessary to expand their careers in a manner consistent with their goals.

The Specialization in Sales Leadership Communication is administered by the College of Communication Arts and Sciences and is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University in The Eli Broad College of Business, excluding Hospitality Business or the College of Communication Arts and Sciences. Students who are interested in the specialization must contact the College of Communication Arts and Sciences. With the approval of the department or school and college that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree. The student's program of study must be approved by the student's academic adviser for the specialization.

Admission

To be considered for admission, a student must have been formally admitted as a junior to a degree program within The Eli Broad College of Business excluding Hospitality Business or the College of Communication Arts and Sciences. Admission is competitive. Students must have completed Marketing and Supply Chain Management 313, Personal Selling and Buying Processes, with a grade of 2.5 or higher. Other admission criteria include performance on a sales aptitude test, work experience, and a statement of purpose. Each applicant will be interviewed by a faculty program administrator and each student's application will be rank ordered.

Requirements for the Specialization in Sales Leadership Communication

CREDITS

Students must complete 19 credits from the following courses. A grade of 2.0 is required in each course and a grade-point average of at least 2.5 is required for all courses completed in the specialization.

1. All of the following courses (13 credits):

COM	225	An Introduction to Interpersonal Communication	3
COM	360	Advanced Sales Communication	3
COM	483	Practicum in Sales Communication	1
MSC	313	Personal Selling and Buying Processes	3
MSC	383	Sales Management	3

2. Two of the following courses (5 to 7 credits):
- | | | | |
|-----|-----|---|---|
| ADV | 352 | Media Sales | 3 |
| ADV | 375 | Consumer Behavior | 4 |
| COM | 315 | Information Gathering and Interviewing Theories | 3 |
| COM | 325 | Interpersonal Influence and Conflict | 3 |
| COM | 340 | Leadership and Group Communication | 3 |
| MSC | 302 | Consumer and Organizational Buyer Behavior | 3 |
| MSC | 371 | Procurement and Supply Management | 3 |
| MSC | 474 | Negotiations | 2 |
3. Completion of any combination of the following activities and experiences: sales internship, participation in collegiate level sales presentation competition, active member of a professional student organization, service as an executive officer of a professional student organization, participation in a commercial sales training program, shadow salesperson or manager for a day, interaction with a sales mentor for one semester, or attendance at two meetings of a professional sales organization. Students should see their academic adviser to have their activity or experience pre-approved.

Upon completion of the requirements of the Specialization in Sales Leadership Communication, the student should contact the adviser for the specialization and request certification for the specialization. After the certification is approved by the Dean of the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

Effective Fall 2008.

UNDERGRADUATE PROGRAMS

Students meeting the general requirements for admission as freshmen and sophomores to the University are enrolled in the Undergraduate University Division. Such students may declare a major preference in the College of Communication Arts and Sciences and be assigned an adviser from the College.

When students reach junior standing (56 credits), their academic records are evaluated to determine if they meet the requirements for admission into the College as juniors.

Students within the College are strongly encouraged to see their academic advisers before they enroll in courses. Students are encouraged to elect courses in the College consistent with the requirements of their majors and consistent with their academic and career goals.

Students who are enrolled in bachelor's degree programs in The Eli Broad College of Business, the College of Communication Arts and Sciences, and the College of Engineering may elect a *Specialization in Information Technology*. For additional information, refer to the statement on *Specialization in Information Technology* in The Eli Broad College of Business section of this catalog or contact The Eli Broad College of Business.

Admission as a Junior to the College of Communication Arts and Sciences

The number of students admitted as juniors to advertising, journalism, and retailing is limited. For additional information, refer to the statements on the Department of Advertising, Public Relations, and Retailing and the School of Journalism.

The minimal College criteria for admission as a junior to any of the majors in the College are:

1. Completion of at least 56 credits acceptable to the College.
2. An academic record in all work accepted by the College which at least meets the requirements of Academic Standing of Undergraduate Students. Included in this must be a grade-point average of not less than 2.00 in all courses taken in the College of Communication Arts and Sciences.
3. Acceptance as a major in a department or school of the College.

Graduation Requirements

1. The University requirements for the bachelor's degree as described in the *Undergraduate Education* section of this catalog.
2. A minimum of 60 credits in courses given outside the College of Communication Arts and Sciences.
3. The specific requirements of a major program, with no more than the maximum number of credits that is permitted in the major. (Refer to the statements for the academic units in the College that follow.)
4. A minimum grade-point average of 2.00 in courses taken in the student's major.
5. At least 40 credits in courses numbered at the 300 and 400 levels.

Honors Study

The College of Communication Arts and Sciences encourages honors students to develop distinctive undergraduate programs in the fields offered by the several academic units. A member of the faculty is selected to serve as adviser to Honors College students in each major field, and it is the adviser's responsibility to help the student plan a rigorous and balanced program which will also reflect the student's special interests and competencies. Independent study experience is strongly encouraged when relevant to the student's total program.

TEACHER CERTIFICATION OPTIONS

The communicative sciences and disorders disciplinary major and the journalism disciplinary major leading to the Bachelor of Arts degree in the College of Communication Arts and Sciences are available for teacher certification.

A journalism disciplinary minor in the College of Communication Arts and Sciences is available for teacher certification.

Students who elect the communicative sciences and disorders disciplinary major must contact the Department of Audiology and Speech Sciences.

Students who elect the journalism disciplinary major or the journalism disciplinary minor must contact the School of Journalism.

For additional information, refer to the statements on the audiology and speech sciences disciplinary major and the journalism disciplinary major, and to the statement on *TEACHER CERTIFICATION* in the *Department of Teacher Education* section of this catalog.

SPECIALIZATION IN PUBLIC RELATIONS

The Specialization in Public Relations, which is administered by the College of Communications Arts and Sciences, is available as an option to students in the Departments of Advertising, Public Relations, and Retailing; Communication; and Journalism. With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree.

The specialization is designed to provide a broad understanding of the role of public relations in contemporary society, as well as knowledge and experience in developing public relations materials for use in corporate, governmental, and nonprofit organizational settings. Areas of focus include public relations and society, writing for the media, public relations techniques, research methods, and campaigns. In combination with the student's major, the program will provide training for students seeking entry-level positions in the industry.

Students seeking admission to the specialization should contact the Dean's Office in the College of Communication Arts and Sciences. To be considered for admission, a student must have been formally admitted as a junior to a degree program in one of the participating departments and must have a 3.0 cumulative GPA as of the semester prior to the application. If the number of applicants meeting the basic qualifications exceeds the number of spaces available, selection will be conducted through a random selection process.

Requirements for the Specialization in Public Relations

The students must complete the requirements specified below (17 to 19 credits):

1. All of the following courses:	11
ADV 227 Principles of Public Relations	4
CAS 492 Special Topics	3
COM 200 Methods of Communication Inquiry	4
Students should enroll in CAS 492 Special Topics section <i>Public Relations Techniques</i> .	
2. One of the following courses:	3 or 4
JRN 200 Newswriting and Reporting I	4
JRN 205 Writing for Media	3
3. One of the following courses:	3 or 4
AEE 401 Agriculture and Natural Resources	
Communications Campaigns	3
CAS 492 Special Topics	4
COM 475 Communication Campaign Design and Analysis (W)	4
Students should enroll in CAS 492 Special Topics section <i>Public Relations Campaign</i> .	

Upon completion of the requirements of the Specialization in Public Relations, the student should contact the Dean's Office in the College of Communication Arts and Sciences and request certification for the specialization. After the certification is approved by the College, the Office of the Registrar will enter on the

student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

Insert ①

SPECIALIZATION IN SALES LEADERSHIP COMMUNICATION

The Specialization in Sales Leadership Communication provides students with the set of educational experiences, courses, and training they need to become successful sales agents and leaders in a sales-intensive corporate setting. The specialization prepares students to be successful in any sales setting and provides the management skills necessary to expand their careers in a manner consistent with their goals.

The Specialization in Sales Leadership Communication is administered by the College of Communication Arts and Sciences and is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University in The Eli Broad College of Business, excluding Hospitality Business or the College of Communication Arts and Sciences. Students who are interested in the specialization must contact the College of Communication Arts and Sciences. With the approval of the department or school and college that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree. The student's program of study must be approved by the student's academic adviser for the specialization.

Admission

To be considered for admission, a student must have been formally admitted as a junior to a degree program within The Eli Broad College of Business excluding Hospitality Business or the College of Communication Arts and Sciences. Admission is competitive. Students must have completed Marketing and Supply Chain Management 313, Personal Selling and Buying Processes, with a grade of 2.5 or higher. Other admission criteria include performance on a sales aptitude test, work experience, and a statement of purpose. Each applicant will be interviewed by a faculty program administrator and each student's application will be rank ordered.

Requirements for the Specialization in Sales Leadership Communication

CREDITS

Students must complete 19 credits from the following courses. A grade of 2.0 is required in each course and a grade-point average of at least 2.5 is required for all courses completed in the specialization.

1. All of the following courses (13 credits):

COM	225	An Introduction to Interpersonal Communication	3
COM	360	Advanced Sales Communication	3
COM	483	Practicum in Sales Communication	1
MSC	313	Personal Selling and Buying Processes	3
MSC	383	Sales Management	3
2. Two of the following courses (5 to 7 credits):

ADV	352	Media Sales	3
ADV	375	Consumer Behavior	4
COM	315	Information Gathering and Interviewing Theories	3
COM	325	Interpersonal Influence and Conflict	3
COM	340	Leadership and Group Communication	3
MSC	302	Consumer and Organizational Buyer Behavior	3
MSC	371	Procurement and Supply Management	3
MSC	474	Negotiations	2
3. Completion of any combination of the following activities and experiences: sales internship, participation in collegiate level sales presentation competition, active member of a professional student organization, service as an executive officer of a professional student organization, participation in a commercial sales training program, shadow salesperson or manager for a day, interaction with a sales mentor for one semester, or attendance at two meetings of a professional sales organization. Students should see their academic adviser to have their activity or experience pre-approved.

Upon completion of the requirements of the Specialization in Sales Leadership Communication, the student should contact the adviser for the specialization and request certification for the specialization. After the certification is approved by the Dean of the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

View a Program

Return to
Menu

Joy Speas, RO

Monday, 1/7/2008

Program Name: Sales Leadership Communication Degree Name: SPCU Sequence Number: 1**Effective Dates: Fall 2008 - Open Status: Interim Initial Action: New****Requested Date:** 11/14/2007 11:35:09 AM**1. Department/School/College:**

10158 College of Communication Arts and Sciences

2. Name of Program:

Sales Leadership Communication

3. Name of Degree:

SPCU

4. Type of Program:

Other specialization

5. Effective Start Semester:

Fall 2008

6. Target student audience for the program:

50 per semester

7. Enrollment:

What is the expected enrollment per year:

100

What is the minimum enrollment acceptable:

50

8. Source of budget for the program:**9. Projected Costs as compared to other programs in unit:**

Same

10. Staff requirement:

How many additional staff will be required:

2

Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):

Primary instruction will be provided by the program directors. One director will be a faculty member in the Department of Marketing and Supply Chain and the other will be from the Department of Communication. Other administrative staff will be required to advise students.

11. Will additional equipment be required:**Approximate cost:**

50000

Source of funding:

Donated funds from program sponsors.

12. Will additional library materials be required:

Approximate cost:

0

Source of funding:

No materials are required

13. Will additional space be required:**Type:**

Approximate amount:

14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:

No

15. Detailed Description:**Program Development Team:**

William Donohue, College of Communication Arts and Sciences; Richard Spreng, Broad College of Business. Contact William Donohue at donohue@msu.edu , or Richard Spreng at spreng@msu.edu .

The Vision

Career Services at Michigan State University is observing a widening gap between the increasing number of organizations seeking graduates for sales and sales management careers and the number of students trained to pursue these careers. Graduates who are well trained in relational sales skills and applications are much more effective early on, and more able to assume sales leadership careers as they progress professionally. Eleven universities across the United States offer sales programs in Business, but none effectively integrates the disciplines of communication and business. Thus, Michigan State University can leverage its strengths in these fields and build an effective sales leadership and communication specialization that will be national in scope.

The Mission

- To provide a select group of undergraduate students with the set of educational experiences, courses, and training they need to become successful sales agents and leaders in a sales-intensive corporate setting. The idea is to prepare them to be successful in any sales setting quickly, and also provide the management skills necessary to expand their careers in a manner consistent with their goals.
- To offer training and continuing education for practicing sales professionals. Many sales professionals are eager to upgrade their skills in sales and communication and expand their abilities in sales management. Michigan State University also has the corporate training facility in the Henry Center to tap this expanding market.
- To conduct research on various sales and communication topics that is industry focused and aimed at bolstering knowledge of effective sales leadership strategies.

Mission Strategies

The first priority of the program is to build an effective curriculum for undergraduates that takes a leadership approach to selling. The leadership approach is distinct from the sales pitch approach in that sales leaders build problem solving relationships with clients to take charge of clients' problems and then marshal personnel and resources to help solve those problems. To shape this curriculum toward this leadership orientation it is important to identify the set of student competencies that are important for them to demonstrate upon graduation. These competencies are listed in terms of knowledge, skills, and values

Knowledge. Students must understand models of selling including relationship selling, principles of account management, the appropriate go-to-market strategies (such as the various sales processes that are used for different categories of customers), territory design and deployment, competition analysis, theories of motivation and compensation plans, change management and the sales force in the boardroom. In addition, students must acquire knowledge of the impact of strategic, economic, political, legal and cultural factors that influence the globalization of selling.

Skills. Students must acquire skills in managing customer relationships, including giving informative and persuasive verbal presentations, prospecting, approach strategies, creating presentation materials, handling customer questions and objections, negotiation, servicing customers, and using technology to enhance selling efficiency and effectiveness. Also, skills in sales leadership include employee recruiting, training, performance evaluation and feedback, compensation, goal setting and sales forecasting, leadership, supervision and coaching.

Values. Students must understand the essential features of professionalism including appearance, comportment, ethics, and cultural/gender sensitivity. They must also have a value for continuing education and a desire to build the sales profession.

Program Structure

The Specialization in Sales Communication will be administered by the Department of Communication with the Department of Marketing and Supply Chain Management within the Broad College of Business as a full partner in the effort. It will be available as a specialization to any MSU student, but more slots in the program will be available to students with a major in the colleges of Communication Arts and Sciences and Business (including Hospitality Business). The specialization is designed to provide a broad understanding of knowledge, skills and values outlined within the mission competencies that are required for a successful career in selling and sales management. The curriculum will be structure to be accredited by the University Sales Center Alliance which offers a Certified Sales Student designation. This accreditation would also be useful for fundraising purposes as it enhances the legitimacy of the effort.

Students seeking admission to the specialization would apply through their Dean's office. To be considered for admission, a student must have been formally admitted as a junior to a degree program in one of the participating departments and must have earned a 2.5 or higher in MSC 313, Personal Selling and Buying Processes. Other criteria will include performance on a sales aptitude test, work experience, and a statement of purpose. Each applicant will be interviewed by a program administrator, and each student's application will be rank ordered with the top 50 students (allocated by the slots listed below) will be admitted to the program each semester.

We anticipate that about 50 students will be admitted each Fall and Spring semester with approximately 50% of the students coming from the College of Communication Arts and Sciences and approximately 50% from Business (including Hospitality Business). Students from other colleges desiring the specialization will be considered on an individual basis.

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Requirements for the Specialization in Sales Communication

To complete the specialization, students will be required to complete, with a grade of at least 2.0 in each specialization course, and a grade-point average of at least 2.5 for all the courses in the specialization.

To complete the specialization, students must take at least 19 credits with at minimum grade point average in these courses of 2.0. Students must also complete a set of activities and experiences (detailed below). The requested requirement of a minimum grade point average of 2.0 in the Specialization is consistent with the current Broad College's graduation requirement "a minimum grade point average of 2.00 in courses in the major field of concentration" (APC, p218) and the recent approved change by UCAP to the International Business Specialization in Spring 2007.

1. All of the following courses:13 cr

Course	Title	Credits
1. MSC 313	Personal Selling and Buying Processes	3
2. COM 225	Introduction to Interpersonal Communication	3
3. COM 360 <i>override</i>	Advanced Sales Leadership and Communication	3
4. MSC 383 *	Sales Management	3
5. COM/MSG 483 <i>CKS</i>	Practicum in Sales Leadership <i>Communication</i>	1

* Prerequisite of 300 or 327

2. At least two of the following courses.....6-7 cr

Course	Title	Credits
1. ADV 352	Media Sales	3
2. COM 315*	Information Gathering and Interviewing Theories	3
3. ADV 375	Consumer Behavior <i>Buyer</i>	4
4. MSC 302	Consumer and Organizational Behavior	3
5. MSC 371	Procurement and Supply Management	3
6. MSC 474	Fundamentals of Business Negotiations	2
7. COM 325*	Persuasion and Social Influence <i>and Conflict</i>	3
8. COM 340*	Leadership and Group Communication	3
9. HB 375/376	Hospitality Marketing	3

*Prerequisites for these courses will include COM 200 or acceptance into the SLC specialization.

Hospitality Sales Process

3

↓
per email
Donahue
2/11/08

3. Completion of any combination of the following activities and experiences that totals a minimum of 50 points. The points associated with any listed activity can only be counted once toward certificate designation (i.e., working for 2 summers in a sales position can only be counted for 20 points, not 40 points).

Experience	Points
Sales internship/co-op /selling job (min. one-semester equivalent)	20 points
Participate in collegiate level sales presentation competition	20 points
Active member of a professional student organization (1 year minimum)	10 points
Service as executive officer of a professional student organization	10 points
Participation in organization/commercial sales training program	10 points
Shadow salesperson/sales manager for a day	10 points
Interact with sales mentor for one semester	10 points
Attend two meetings of professional sales organization(s)	10 points

Upon completion of the requirements of the Specialization in Sales Leadership, the student should contact the Dean's Office in their college and request certification for the specialization. After the certification is approved by the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

Course Descriptions

COM 225. Fundamentals of interpersonal communication. Principles and practices of interpersonal communication with an emphasis on effective and responsible interaction. The focus is on building constructive interpersonal relations across a range of contexts. This course is organized in a large lecture format. The rationale for including the course is that it relationships are the foundation for effective sales. This course is required for Communication Majors, so it will not impact COM majors in terms of extra credits. And, that is taken by a large number of business students, as well.

MSC 313. Personal Selling and Buying Processes. Applications to differing industries and kinds of channel relationships. This course will serve as an introductory course focusing on the basic concepts of professional selling. As such, the course will teach students how to target customers with the highest growth potential, how to use information technology resources to support the sales professional and the sales process and identify high margin opportunities. Topics will also include devising strategic account plans that turn sales opportunities into sales. Sales leadership concepts will also be developed including sales force management, revenue opportunities, territory allocation, hiring, selection and training, motivating and rewarding the sales force, coaching, and planning.

COM 360: Advanced Sales Leadership and Communication: Sales presentations skills & case studies, needs based selling, openings, follow ups and closings, identifying barriers, developing client trust and rapport, business and technical writing, individual portfolio presentations.

MSC 383: Sales Management (currently MSC 413). Planning, implementing, and controlling the firm's personal selling function. Topics include the analysis of sales territories, the management of recruitment, selection, training, and motivation of sales personnel. The evaluation of sales performance will also be explored. Discussions of diversity and ethical issues will be an important part of the course.

COM/MS 483: Practicum in Sales Communication. A course of study designed especially for the supervised practical application of previously studied theory in a sales organizational setting. Done under the supervision of the

program coordinator and the sales organization, this is a cooperative education/field work experience. The mission of the practicum is to provide students with a valuable employment experience by working uninterrupted for a significant amount of time, with a public, private, or governmental entity in the student's geographical area. Areas of emphasis will include: team portfolio presentations & case studies, business and technical writing, hiring, selecting, training and retention of sales force, motivation, coaching, performance appraisals and reviews, downsizing, negotiating, sexual harassment, and managing diversity.

Teaching Schedule

The teaching schedule listed below indicates how the courses would be distributed by semester. Beginning in Fall 07, students can take MSC 300/327 to develop the marketing background knowledge or COM 225 to expand their interpersonal skills. If students have previously taken MSC 300/327, they can take MSC 313 in Fall 07. In Spring 08, 50 students would be selected for the specialization and take COM 360 and MSC 383. They could also enroll in COM/MSC 483, the 1-credit internship, if they were about ready to graduate in Spring 08. The cycle continues and adds 50 students each semester to the program. The slots allocated to students will reflect the percentages listed on page 2.

Teaching Schedule

Fall 07	Spring 08	Fall 08	Spring 09
MSC 313	MSC 313	MSC 313	MSC 313
	COM 360 (50)	COM360 (50)	COM 360 (50)
	MSC 383 (50)	MSC 383 (50)	MSC 383 (50)
		COM/MSC 483	COM/MSC 483
COM 225	COM 225	COM 225	COM 225
MSC 300/327	MSC 300/327	MSC 300/327	MSC 300/327

Faculty/Grad Student/Adjunct Resources

MSC will be responsible for teaching MSC 313. Communication would staff COM 360 and COM 225 permanently, and MSC would permanently staff MSC 383 and MSC 300/327 as they do currently. The program will be resource neutral for the College of Business.

The teaching model for COM 360 would include lecture/recitation with a heavy emphasis on students engaging in mock sales presentations and being heavily coached and critiqued by two individuals who could be either adjunct faculty or COM doctoral students with extensive experience in sales, or some combination of these individuals. One person would need to be hired to administer the program, advise the students, serve as a liaison with Placement Services, the Lear Center, and the College of Business and run the internship program (COM/MSC 483). COM 360 would be staffed by a tenure-stream COM faculty member.

Other Resources

Eventually, the program will require space for a Sales Leadership lab that includes breakout rooms and technology to digitally record and evaluate student projects. Secretarial support will also be needed to assist the program administrator. Resources will also be needed to add the required sections of the required Marketing courses.

The Sales Leadership Communication program will need to be housed in some location in the Communication Arts building. Space for COM 360 will need to be renovated to permit video recording and playback for student feedback.

Funding Opportunities

Support for the program will be sought from corporate sponsors. Currently, Farm Bureau Insurance as agreed to support the program with a donation of \$50,000 per year for five years. Other corporations are also being solicited for their support. Our goal would be solicit significant support on the level that Farm Bureau gave from 10 corporations. Representatives from these corporations would serve on a board of directors to provide feedback about program courses while also providing access to sales professionals to speak in classes and evaluate sales presentations.

In addition to direct corporate support, our goal would be to establish a series of sales leadership workshops for practicing professionals in cooperation with the James B. Henry Center on campus. These seminars would focus on helping practicing professionals to upgrade their skills and sales resources.

Evaluation

Our expectations are that the program will graduate at least 50 students per semester and that 90% of these students will accept their first or second choice in a sales position within 6 months of graduation. If these expectations are met, then the program will be judged a success. To gather these data we will survey each student one year after graduation to determine whether they have acquired their desired position, and to gain feedback about the program.

DEPARTMENT LEVEL APPROVAL STATUS

Approved by: College of Communication Arts and Sciences
1/4/2008 1:45:15 PM by Marge Barkman for Janet Lillie, Associate Dean

SIGNOFFS STATUS

Signed Off by: Eli Broad College of Business and The Eli Broad Graduate School of Management
1/7/2008 10:59:20 AM by Christina Swick for Michael A. Mazzeo, Acting Associate Dean

Signed Off by: Department of Advertising, Public Relations and Retailing
1/4/2008 2:49:19 PM by Linda Good for Richard T. Cole, Chairperson

Signed Off by: College of Communication Arts and Sciences
1/4/2008 3:21:39 PM by Nancy Ashley for Janet Lillie, Assistant Dean

COLLEGE LEVEL APPROVAL STATUS

Approved by: College of Communication Arts and Sciences
1/7/2008 11:11:40 AM by Nancy Ashley for Janet Lillie, Assistant Dean

[Return to Menu](#)