

MEMORANDUM

TO: Fort Wayne Senate  
FROM: David Liu, Chair  
Curriculum Review Subcommittee  
DATE: December 9, 2015  
SUBJ: Professional Sale Certificate in the Division of Continuing Studies

The Curriculum Review Subcommittee met on August 31 and December 3, 2015 to review the attached proposal for the Professional Sale Certificate in the Division of Continuing Studies. The committee in attendance voted unanimously to approve the proposal on December 3, 2015. We therefore find that the proposed degree requires no Senate review.

**IPFW**  
**Request for a New Credit Certificate Program**

Campus: Fort Wayne

Proposed Title of Certificate Program: Professional Sales Certificate

Projected Date of Implementation: Fall 2016

TYPE OF CERTIFICATE: (check one)

UNDERGRADUATE CERTIFICATES – These programs generally require 12-29 credits of undergraduate-level academic work.

GRADUATE CERTIFICATES – These programs generally require 12-29 credits of graduate-level academic work or undergraduate academic work carrying graduate-level credit.

POST-BACCALAUREATE CERTIFICATES – These programs generally require 12-29 credits of undergraduate-level academic work, although students enrolling in these programs must have completed their baccalaureate degrees.

**I. Why is this certificate needed? (Rationale)**

There is tremendous demand for this program in the community and in the region. The Management and Marketing department in the Doermer School of Business and the Office of Cooperative Education consistently receive numerous requests for a sales certificate program, as does the DSB undergraduate advising office. The 2014 Community Outreach Survey conducted by the Division of Continuing Studies (see attached) indicated that Sales training was ranked among the top ten programs needed in the community.

A recent survey conducted by the Indiana Department of Workforce Development indicated that Sales ranked 4<sup>th</sup> among the top 50 jobs statewide. In northeast Indiana, the number of sales positions will increase over 10% by 2020. (<https://netsolutions.dwd.in.gov/hh50/About.aspx>) GI Jobs magazine put Sales Representative jobs in its Top 20 Hot Jobs for Veterans in 2014. In 2013 over 23,000 veterans lived in Allen County, IPFW's home county.

The certificate will equip the holders with the necessary skills to be competitive in this growing niche area.

**II. List the major topics and curriculum of the certificate.**

BUS M301 – Introduction to Marketing (currently Introduction to Marketing Management)  
BUS M413 – Professional Selling (new course, will be offered in Fall, 2016)  
BUS M426 - Sales Management  
BUS M405 - Consumer Behavior  
BUS M419 - Retail Marketing (new course)

### **III. What are the admission requirements?**

Admission to IPFW with an associate degree or 60 hours of college credits within the past ten years.

### **IV. List the major student outcomes (or set of performance based standards) for the proposed certificate.**

- Effectively employ marketing processes that deliver value through well-designed marketing mix strategies that consider product, pricing, promotion, and place (distribution)—not just pushing goods and services to exchange in the marketplace.
- Appreciate the vital part that personal selling plays in the promotional mix, especially when the utility of the product is growing along with its complexity.
- Develop effective consultative or relationship selling skills to achieve win-win situations between sellers and buyers, in which sellers become consultants and problem solvers helping buyers with solutions to the challenges they face in their industries.
- Gain knowledge about consumer behavior to create the right marketing mix to more effectively reach the consumer.
- Design and implement strategies for organizing, training, and guiding the salesforce to achieve the goals of the organization.

### **V. Explain how student learning outcomes will be assessed (student portfolios, graduate follow up, employer survey, standardized test, etc.) and describe the structure/process for reviewing assessment findings for the purpose of ensuring continuous improvement of the certificate.**

Each course in the certificate will contain course-embedded assessments such as exams, assignments, and projects. Exam results below 70% will be examined in conjunction with student performance on assignments, projects, and participation in order to learn about the reasons for sub-standard performance with a view to building in additional support for learning. Rubrics aligned with course objectives will be used for grading assignments and projects to better pinpoint any weak areas in course design or teaching, and to inform re-design.

Mid-course evaluation and end of course evaluation by students will be conducted in each certificate course. Mid-course evaluation will permit the course instructor to make changes while the course is still in progress. These changes may then, as appropriate, be incorporated in future iterations of the course. End of course evaluation will be used in a similar fashion to aid course improvement. The course instructor may compare end of course evaluations over time to track the effectiveness of improvements made.

Direct evaluation methods, such as the use of expert evaluators, will be used for the assessment of culminating projects. Through the use of a set of criteria developed in cooperation with expert evaluators, weak skill or content areas can be uncovered and subsequently addressed through re-design of appropriate aspects of the course.

The Department of Management and Marketing in conjunction with the Division of Continuing Studies will survey employers and graduates regarding the effectiveness and relevance of the certificate offerings. The survey will be conducted every three years. Necessary changes will be made based on the feedback received.

### **VI. Describe student population to be served.**

To be eligible for admission an individual must have either an associate degree or 60 hours of college credits within the past ten years. Students in Engineering, Information Systems, Organizational Leadership, and Hospitality Management, Hotel/Restaurant/Tourism Management, as well as business students will find the certificate valuable.

**VII. How does this certificate complement the campus or departmental mission?**

IPFW's mission is to meet the higher education needs of northeast Indiana. We offer a broad range of high-quality undergraduate, graduate, and continuing education programs that meet regional needs, support excellence in teaching and learning, advance and share knowledge through research and creative endeavor, and work with the community to develop intellectual, cultural, economic, and human resources. This certificate will complement the mission by developing professional salespeople who can help regional businesses grow their companies and who will become the next generation of business leaders.

**VIII. Describe any relationship to existing programs on the campus or within the university.**

IPFW does not currently offer a sales certificate, either through the Doermer School of business or through the Division of Continuing Studies.

**IX. List and indicate the resources required to implement the proposed program. Indicate sources (e.g., reallocations or any new resources such as personnel, library holdings, equipment, etc.) \***

Because this will be a certificate program, it will not be under the purview of AACSB. Three of the five courses are already offered on a regular basis. BUS M413 Professional Selling will be offered for the first time in Fall 2016 as a hybrid course. BUS M419 - Retail Marketing (new course) will be taught by Continuing Lecturers or by professionals from the community under the supervision of DSB faculty. The cost of this course will be covered by Division of Continuing Studies. Although the certificate will be "housed" in the Department of Management & Marketing, it will be marketed and offered through Division of Continuing Studies like the Certificate in Small Business Management.

The program will be delivered through hybrid and/or online formats.

The library resources will be similar to those already provisioned for the general Doermer School of Business curriculum. Please see Librarian Memo attached.

**X. Describe any innovative features of the program (e.g., involvement with local or regional agencies, or offices, cooperative efforts with other institutions, etc.)**

\*Please consult the library resource questionnaire available at:  
<http://www.ipfw.edu/offices/oa/programs/curriculumdev.html>