

New Undergraduate Degree Professional Strategic Selling Degree Program in the College of Business Administration

Bachelor of Science in Professional Strategic Selling, CIP Code
52.1804



Proposed Effective Date: Fall 2018

By focusing on the skills needed to be successful in a sales career, the Major in Professional in Professional Strategic Selling will lead to many opportunities for our students during college and after graduation. In the following proposal, we discuss the need for this new major fully.

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**College of Business Administration, Department of Marketing
Bachelor of Science in Business Administration with a Major in
Professional Strategic Selling
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1. Program Justification

The College of Business Administration (CBA) provides an excellent business education for its students, and has a strong reputation with many corporate and business partners in and outside the State of Kansas. Our new business building will serve to strengthen this reputation. Placement rates of CBA graduates generally range 85-90% across all majors, economic situations notwithstanding. The majors offered in Business Administration include functional areas of Accounting, Finance, Management, Management Information Systems, and Marketing.

While a strong business education with a functional major satisfies many business students, it does not suit the special needs of a growing number interested in sales. Students with an education in professional selling are in high demand by industry, as evidenced by the 100% placement rate enjoyed by Kansas State University students currently taking coursework through the programming offered by the Department of Marketing's National Strategic Selling Institute (NSSI). The reason for this placement rate is clear; sales talent is in high demand. According to a Manpower talent shortage survey and as reported in USA Today, sales representative is the second most difficult job to fill in today's workforce. Moreover, today's salesperson requires more technical knowledge and analytical skills to be successful.¹ Demand is outstripping supply, and, consequently, the number of sales representatives making more than \$100,000 has increased 12% from 2010 to 2012, moving from 8% to 20%.² This tracks with the excellent starting salaries received by our current NSSI graduates.

Currently we offer a Certificate in Professional Strategic Selling (CPSS). Although the CPSS has done much to establish our status as a top university for sales, it does not allow Kansas State University to compete for prospective students who want a broader depth of experience in sales, nor does it allow us to serve national and multi-national businesses seeking that same experience in new hires. To be more competitive with regional and national university sales programs and attract a broader range of future sales professionals to Kansas State University, it is necessary to develop a full business major in Professional Strategic Selling.

The Major in Professional Strategic Selling will focus on the business skills needed to be successful in a sales career. Moreover, this major will open numerous opportunities for our students; recent reports note that demand for well-qualified sales talent is high, and yet the availability of such talent is limited, largely because few universities offer programs in sales education.^{3,4} Specifically, the establishment of a major in professional strategic selling would:

1. Provide a full range of coursework aimed at developing students selling skills;
2. Provide an avenue for students who are seeking a sales career to more fully prepare for the realities of the sales role;

¹Davidson, Paul (2013), "Bosses Lament: Sales Jobs Hard to Fill," USA Today, July 21, Accessed Online October 16, 2016: <http://www.usatoday.com/story/money/business/2013/07/21/sales-job-openings/2568003/>.

² Krogue, Ken (2013), "Inside Sales Jobs and Career Demand up 54%: But Most Leverage Comes with Dialer Software and Lead Research," Forbes, March 29, Accessed Online October 16, 2016: <http://www.forbes.com/sites/kenkrogue/2013/03/29/inside-sales-job-and-career-growth-up-54-but-most-leverage-comes-with-dialer-software-and-lead-research/#70409e1560cb>.

³Fogel, Suzanne, David Hoffmeister, Richard Rocco, and Daniel P. Strunk (2012), "Teaching Sales," Harvard Business Review, July-August, Accessed Online October 16, 2016: <https://hbr.org/2012/07/teaching-sales>.

⁴ Davidson, Paul (2013), "Bosses Lament: Sales Jobs Hard to Fill," USA Today, July 21, Accessed Online October 16, 2016: <http://www.usatoday.com/story/money/business/2013/07/21/sales-job-openings/2568003/>.

3. Allow KSU to compete for the growing number of students who desire the opportunity to study the professional strategic selling within the context of business;
4. Continue to develop strong connections with businesses locally as well as nationally, as a sales major will influence the desire of businesses to recruit for entry-level sales positions at K-State;
5. Meet the business community's ever-growing demand for well-prepared sales talent.

In the following paragraphs, we provide strong justification for a Major in Professional Strategic Selling at Kansas State University.

1.a. Centrality to Mission

The proposed program aligns closely with the Kansas State University mission, values, and K-State 2025. The mission of the university includes creating valuable undergraduate experiences, both academic and extracurricular. Our university values include creating an environment focused on student success and making a commitment to student career development. Finally, K-State 2025 includes two relevant themes: Theme 1: The Undergraduate Educational Experience, and Theme 4: Engagement, Extension, Outreach, and Service. The major in Professional Strategic Selling, and at a broader level the NSSI, contributes directly to this mission, values, and goals. The major focuses on skills that prepare students for success in sales. As previously demonstrated, industry demand for sales talent is high, and firms increasingly are looking to university sales programs to deliver this talent. The major facilitates expanded coursework that will provide our graduates with the sales skills needed to be successful in their careers, and provide an advantage over their peers graduating from other institutions. Because the major will be part of the NSSI, students can engage in both academic and extracurricular activities that result in a meaningful undergraduate experience, and participate in outreach activities that connect them directly with the business community.

At the college level, the CBA has identified four areas designed to assist the college in achieving national recognition. The four areas—which include the NSSI, Entrepreneurship, Integrated Investment Management, and Business Ethics & Responsible Business Citizenship—are the best opportunities for the CBA to gain national recognition. Further, the NSSI has been identified by CBA Dean Kevin Gwinner as one of the top fundraising priorities in the college.

The Major in Professional Strategic Selling certainly assists in gaining national recognition for the University as well as the CBA. As we will describe in the next section, there are few sales majors in the U.S., and few university sales programs with the quality reputation of the Kansas State University NSSI. Adding the major to our offerings will serve to build our reputation further, and provide an incredible advantage to our students during their college careers and after graduation.

1.a.i. Locational and Comparative Advantages

Universities with sales programs are rare, and universities with sales majors even more rare. As shown in Table 1, the University Sales Center Alliance (USCA), a professional academic organization focused on best practices and quality standards in sales education, has identified 42 U.S.-based university sales programs, including Kansas State University, as meeting the organization's standards for excellence in university sales education. The Sales Education Foundation (SEF, salesfoundation.org) has identified 109 Top Universities in Sales (including Kansas State University), although it is worth noting that some of these programs offer only a single sales class rather than a full curriculum.

TABLE 1. UNIVERSITY SALES PROGRAMS IN THE U.S. THAT MEET UNIVERSITY SALES CENTER ALLIANCE STANDARDS FOR EXCELLENCE IN SALES EDUCATION

State	Universities
Alabama	University of North Alabama
Arkansas	University of Arkansas – Little Rock
California	California State University
Colorado	Chico Metropolitan State University
Florida	Florida State University
Georgia	Georgia Southern University
Illinois	Bradley University
Indiana	Ball State University
Iowa	St. Ambrose University
Kansas	KANSAS STATE UNIVERSITY
Kentucky	Western Kentucky University
Maryland	Salisbury University
Louisiana	Louisiana State University
Michigan	Eastern Michigan University
Minnesota	St. Catherine University
New Hampshire	Plymouth State University
New Jersey	William Paterson University
North Carolina	Elon University
North Dakota	North Dakota State University
Ohio	University of Akron
Oklahoma	University of Central Oklahoma
Texas	Baylor University
Utah	Weber State University
Virginia	Virginia Tech University
West Virginia	West Virginia University
Wisconsin	University of Wisconsin Eau Claire
	Arkansas State University
	California State University Fullerton
	Kennesaw State University
	DePaul University
	Illinois State University
	Northern Illinois University
	Purdue University
	Indiana University
	Indiana State University
	Winona State University
	High Point University
	University of Toledo
	Texas State University San Marcos
	Texas A&M University
	University of Texas - Dallas
	James Madison University
	University of Wisconsin Whitewater

Source: University Sales Center Alliance, as of July 12, 2017, www.universitysalescenteralliance.org

As a member in good standing of the USCA, Kansas State University's NSSI has demonstrated excellence in the sales area. We are the only USCA member in the state of Kansas. Kansas State University has been rated as a top university for sales by the SEF for each of the past six years, since the inception of the NSSI in 2012; we are the only university in Kansas to receive such a rating. Further, as shown in Table 2, the proposed Major in Professional Strategic Selling would be the only such major offered in the state of Kansas, and one of two in the Big 12 (the other being Baylor University). The closest programs would be in bordering states (Nebraska and Oklahoma). Our program would be the 19th sales major in the U.S., providing Kansas State University and the NSSI with a high level of distinction from other university sales programs.

TABLE 2. U.S. UNIVERSITIES OFFERING SALES MAJORS

State	Universities
Alabama	University of North Alabama
Florida	Florida State University
Georgia	Kennesaw State University
Illinois	Illinois State University
Indiana	Ball State University
Kansas	Proposed: KANSAS STATE UNIVERSITY
Kentucky	Western Kentucky University
Michigan	Western Michigan University
Nebraska	University of Nebraska Kearney
New Jersey	William Paterson University
North Carolina	Western Carolina University
Ohio	University of Akron
Oklahoma	University of Central Oklahoma
Texas	Baylor University
Utah	Weber State University
	Nova Southeastern University
	Indiana University
	Purdue University
	University of Toledo

Source: Sales Education Foundation 2015 Top Universities in Sales, Accessed on October 16, 2016, http://www.salesfoundation.org/wp-content/uploads/2015/04/SEF1501_Magazine_Issue7_Listing.pdf.

The NSSI has established itself quickly as a nationally-ranked top sales program, as evidenced by the caliber of organizations recruiting our students (See Table 3, NSSI Corporate Partner Program) and our performance in national sales competitions (See Table 4). Further evidence can be found in our Corporate Partnership with Schlumberger, an oil-servicing company based in Houston, Texas. Schlumberger interviewed each of the sales programs in the country, with the goal of choosing the top four programs from which to recruit. Ultimately, Kansas State University was chosen as one of the top four programs. Similarly, corporate partner Dell EMC has chosen K-State as one of only two universities from which to recruit outside the northeast. Other prospective partners (e.g., Gartner, Tom James) have mentioned their interest in the NSSI because of its national presence and reputation for excellent sales students.

TABLE 3. NATIONAL STRATEGIC SELLING INSTITUTE CORPORATE PARTNERS: COMPANIES INVESTING IN AND RECRUITING K-STATE SALES STUDENTS

Partner Level/ Annual Investment	Managing Partners \$15,000	Partners \$10,000	Associate Partners \$5000
	Huhtamaki North America, Inc. Ninja Selling Security Benefit	C.H. Robinson/Freight Quote Dell EMC Edward Jones Ferguson Frito Lay Northwestern Mutual Schlumberger Textron Aviation	Consolidated Electrical Distributors, Inc. Ethos Group Fastenal Hormel Foods Shamrock Trading Union Pacific

TABLE 4. SUCCESS OF KANSAS STATE UNIVERSITY NSSI STUDENTS IN NATIONAL AND INTERNATIONAL SALES COMPETITIONS

Date	Competition	Kansas State University Results
October 2013	Great Northwoods Sales Warm-Up	Emily Jardine, 2 nd place
October 2014	National Sales Decathlon	Austin Robisch, 1 st place overall Armani Williams, 1 st place, face-to-face call, 3 rd place telephone call
November 2014	RBI National Sales Challenge	Helen Dinkel, 1 st place overall
November 2015	International Collegiate Sales Competition	Nick Ramsey and Mike Schonwetter, 3 rd place overall, Sales Management Case Competition Helen Dinkel, Semi-Finalist, Role-play Competition Helen Dinkel and Armani Williams, 4 th place team (out of 60 university teams), Role-play Competition
November 2015	Northeast Intercollegiate Sales Competition	Kasey Kowalski, Semi-Finalist Christopher Earnshaw, Ashley Ebeck, Anna Vandermark, Quarter-Finalists Racya Doyle, Christopher Earnshaw, Ashley Ebeck, Kasey Kowalski, Anna Vandermark, Rookie of the Year Team
February 2016	University of Toledo Invitational Sales Competition	Nick Ramsey, Semi-Finalist
April 2016	National Collegiate Sales Competition	Helen Dinkel, Semi-Finalist Helen Dinkel and Kasey Kowalski, 6 th place team (out of 68 university teams) Blair Kocher, 1 st place, graduate division needs analysis Blair Kocher and Kelly Jackson, 2 nd place team, graduate division

TABLE 4, CONTINUED.

Date	Competition	Kansas State University Results
October 2016	Huhtamaki Invitational: K-State vs. Mizzou	Jacqueline Clawson, 1 st place, sophomore division; Molly Young, 1 st place, senior division and 1 st place overall
November 2016	International Collegiate Sales Competition	Rachel Kipper, Semi-Finalist, 5 th place overall Rachel Kipper and Katy Fernandes, 9 th place team (out of 70 university teams)
November 2016 February 2017	Schlumberger Team Sales Competition University of Toledo Invitational Sales Competition	Nick Ramsey and Ashley Ebeck, 1 st place team Lanessa Aurand, Semi-Finalist
April 2017	National Collegiate Sales Competition	Lanessa Aurand and Rachel Kipper, 8 th place team (out of 70 university teams) Rachel Kipper, Semi-Finalist
April 2017	Western Collegiate Sales Competition	Blair Kocher, 2 nd place Graduate Division Lindsay Rucker, 5 th place ADP Role-play Rachel Kipper, 3 rd place overall
May 2017	International Collegiate Sales Competition	Lanessa Aurand and Rachel Kipper, Finalists Lanessa Aurand, 2 nd place overall and Winner, Audience Choice Award Molly Young and Jacqueline Clawson, tied for 1 st place, Speed Selling competition

The above evidence suggests Kansas State University is well-positioned to offer a major in professional strategic selling. Companies are hungry for entry-level sales talent, and Kansas State University’s proposed Major will provide companies with a badly needed resource, resulting in excellent careers for our students, both within the state of Kansas and nationwide.

1.a.ii. Similar programs in the Regents system

A similar program does not exist in the Regents system currently. The Major in Professional Strategic Selling at Kansas State University would be the only program of its kind in the state of Kansas.

The University of Kansas recently began offering a Professional Selling Certificate Program. Students can earn a Certificate in Professional Selling, which includes two sales courses, a marketing course, and extracurricular activities.

Wichita State University offers a Personal Selling Minor. It is important to note, however, that this minor includes only one sales class: a combined section of Personal Selling & Sales Management.

In addition to Wichita State, Fort Hays State and Washburn Universities each offer one sales class as an elective, and Emporia State offers both a sales and sales management class as electives.

The NSSI has been established since 2012, and has experienced explosive growth in the CPSS since that time. This growth has occurred, in part, because the CBA has identified the program as a strategic priority, and because the faculty leading the program are passionate about sales education and the opportunities it provides our students. The current offerings of other State of Kansas universities do not provide the same dedicated sales training resources, facilities, and extracurricular professional development opportunities we have designed and incorporated into our proposed program to give K-State NSSI students a competitive edge in the marketplace. In summary, the proposed Major in Professional Strategic Selling at Kansas State University will have the resources, the faculty, and the demand from students and businesses required for program success.

1.b. Student demand for program & student characteristics

We predict that demand for the Major in Professional Strategic Selling will be high, mirroring the demand for the CPSS introduced in 2013. The certificate program has been very successful, with an 1150% growth in student demand since inception (14 students enrolled in Fall 2013, 175 students enrolled in Spring 2017), and a 100% placement rate for students earning the certificate.

There are many students on campus who are interested in sales as a career, and the recognition of the value of a sales degree is growing rapidly as word-of-mouth spreads about the success of our sales certificate students. Moreover, a recent study by Georgetown University, in conjunction with the Gates Foundation, revealed that sales represents one of the top four occupations for 74% of all university students, regardless of major.⁵ The Major in Professional Strategic Selling is intended to meet the needs of students majoring in business who want to pursue sales as a career. The demand for a sales major exists among our students; a recent survey of current NSSI students indicated 81% were interested in earning a sales major if such a program existed today (47 students responding).

1.b.i. Student Characteristics

Students majoring in Professional Strategic Selling will be undergraduate students accepted for study in the College of Business Administration. These students will have an interest in a sales career. Students who excel in sales tend to have strong internal motivation and a competitive nature. Consistent with enrollment in the CPSS, we expect a diverse group of students in the program, including a significant number of underrepresented minorities and women. We also expect some students to double-major; all industries need salespeople, and sales skills are useful in all aspects of business. Consequently, we presume some students will double-major in Professional Strategic Selling and (1) Marketing, (2) Management Information Systems (technical sales), (3) Finance (financial advising), and (4) Entrepreneurship (selling business/ideas), among others.

1.b.ii. Expected volume of demand and sufficiency to support program

Based on our experience with the CPSS, along with other data, we expect enrollment in the Major in Professional Strategic Selling of 30 students in Year 1, 50 students in Year 2, and 75 students in Year 3. This volume is sufficient to support the program, particularly because we are not requesting additional resources. The following data support this expectation.

First, a survey of current students enrolled in the CPSS Program indicated 81% (38 out of 47 students responding to the survey) were interested in earning a Major in Professional Strategic Selling, if such a program existed. Thus, we expect a portion of CBA students would pursue the Major in Professional Strategic Selling instead of the CPSS.

Second, evidence of predicted enrollments comes from the growth experienced by other universities instituting sales majors. Five universities with sales majors—programs considered to be among the best by the USCA and SEF—shared information about program growth. The data reveal the following:

- Baylor University had 10 majors in 2010, and now has 101 majors in 2017 (Source: Personal Communication, Andrea Dixon, Executive Director, Baylor Center for Professional Selling).

⁵Carnevale, Anthony P., Jeff Strohl and Michelle Meton (2011), "What's It Worth? The Economic Value of College Majors," Georgetown University Center on Education and the Workforce, (May 24), Accessed Online October 16, 2016, <https://cew.georgetown.edu/cew-reports/whats-it-worth-the-economic-value-of-college-majors/>.

- Florida State University has grown from 12 majors in 2010 to 218 majors in 2017 (Source: Personal Communication, Pat Pallentino, Director, Florida State University Sales Institute).
- Kennesaw State University has grown from 23 majors in 2003 to 158 majors in 2016. In the first three years, they reported enrollments of 23, 55, and 93 students, respectively (Source: Personal Communication, Terry Loe, Director, Center for Professional Selling, Kennesaw State University).
- University of Toledo has gone from 27 majors in 2000 to 136 majors in 2017. In the first three years, they reported enrollments of 27, 44, and 77, respectively (Source: Personal Communication, Deirdre Jones, Director, Edward H. Schmidt School for Professional Selling, University of Toledo).
- Western Kentucky University has grown from 42 majors in 2007 to 133 majors in 2017 (Source: Personal Communication, Lukas Forbes, Director, Center for Professional Selling, Western Kentucky University).

Based on these reported enrollments, we are comfortable predicting enrollments in the Major in Professional Strategic Selling of 30, 50, and 75 in Years 1, 2, and 3, respectively.

1.b.iii. Demand for Program Graduates

The success of NSSI students graduating with the CPSS provides some evidence of the anticipated demand for program graduates. Specifically, students earning the sales certificate enjoy a 100% placement rate. Although the evidence is anecdotal, the number of calls received by the NSSI on a weekly basis from companies seeking entry-level sales talent suggest that the available jobs outnumber the students in the program. For this reason, some NSSI students have the luxury of entertaining multiple job offers.

TABLE 5. U.S. BUREAU OF LABOR STATISTICS, EMPLOYMENT BY SALES OCCUPATION, 2014 AND PROJECTED 2024 (NUMBERS IN THOUSANDS)

2014 National Employment Matrix Title	Employment				Change, 2014-24		Job openings due to growth and replacements, 2014-2024
	Number 2014	2024	% distribution		Number	%	
			2014	2024			
Sales managers	376.3	395.3	0.2	0.2	19.0	5.1	108.0
Personal financial advisors	249.4	323.2	0.2	0.2	73.9	29.6	136.4
Supervisors of sales workers	1,968.5	2,056.4	1.3	1.3	87.9	4.5	481.2
Advertising sales agents	167.9	163.4	0.1	0.1	-4.5	-2.7	49.8
Insurance sales agents	466.1	509.5	0.3	0.3	43.5	9.3	165.8
Securities, commodities, and financial services sales agents	341.5	374.0	0.2	0.2	32.5	9.5	91.4
Sales representatives, services, all other	853.5	924.1	0.6	0.6	70.6	8.3	252.4
Sales representatives, wholesale and manufacturing, technical and scientific products	347.8	371.7	0.2	0.2	23.8	6.9	95.4
Sales representatives, wholesale and manufacturing, except technical and scientific products	1,453.1	1,546.5	1.0	1.0	93.4	6.4	392.3
Real estate brokers	83.9	85.4	0.1	0.1	1.5	1.8	7.3
Real estate sales agents	337.4	346.8	0.2	0.2	9.4	2.8	33.0
Sales engineers	69.9	74.9	0.0	0.0	4.9	7.0	23.0

Source: Employment Projections program, U.S. Bureau of Labor Statistics

Additional evidence of demand for graduates of the proposed Major in Professional Strategic Selling can be found in national and state-level employment statistics. Tables 5 and 6 show U.S. Bureau of Labor Statistics for employment by sales occupation, 2014 and projected 2024, as well as replacement rates and replacement needs. As shown, growth across sales occupations (except advertising sales) is steady, ranging from 1.8% projected growth for real estate brokers to 29.6% projected growth for personal financial advisors (a sales role); overall growth for sales occupations is projected at 5% 2014-2024, or roughly 778,000 new jobs. Further, replacement rates are expected to create a need for 1,876,300 sales jobs from 2014-2024 (U.S. Bureau of Labor Statistics). Indeed, companies are expected to lose 40% of senior sales talent by 2016, according to the U.S. Department of Labor,⁶ and a survey by CareerBuilder.com found that 35% of sales managers were unable to find qualified sales talent to fill open positions in June 2013.⁷

TABLE 6. U.S. BUREAU OF LABOR STATISTICS, NATIONAL EMPLOYMENT CHANGE, REPLACEMENT NEEDS, AND JOB OPENINGS PROJECTED 2014-2024 (NUMBERS IN THOUSANDS)

2014 National Employment Matrix title	Employment		Change, 2014-24		2014-24 Replacement rate	2014-24 Replacement needs	Job openings due to growth and replacement needs, 2014-24
	2014	2024	Number	Percent			
Sales managers	376.3	395.3	19.0	5.1	23.6	89.0	108.0
Personal financial advisors	249.4	323.2	73.9	29.6	25.1	62.6	136.4
Supervisors of sales workers	1,968.5	2,056.4	87.9	4.5	20.0	393.3	481.2
Advertising sales agents	167.9	163.4	-4.5	-2.7	29.6	49.8	49.8
Insurance sales agents	466.1	509.5	43.5	9.3	26.3	122.4	165.8
Securities, commodities, and financial services sales agents	341.5	374.0	32.5	9.5	17.2	58.9	91.4
Sales representatives, services, all other	853.5	924.1	70.6	8.3	21.3	181.8	252.4
Sales representatives, wholesale and manufacturing, technical and scientific products	347.8	371.7	23.8	6.9	20.6	71.6	95.4
Sales representatives, wholesale and manufacturing, except technical and scientific products	1,453.1	1,546.5	93.4	6.4	20.6	298.9	392.3
Real estate brokers and sales agents	421.3	432.1	10.9	2.6	7.0	29.4	40.3
Real estate brokers	83.9	85.4	1.5	1.8	7.0	5.9	7.3
Real estate sales agents	337.4	346.8	9.4	2.8	7.0	23.5	33.0
Sales engineers	69.9	74.9	4.9	7.0	25.9	18.1	23.0

Source: Employment Projections program, U.S. Bureau of Labor Statistics

Growth in sales occupations is also expected within the state of Kansas. Table 7 reveals the number of sales and sales-related positions ranking as high demand occupations in the State of Kansas in 2015. Table 8 shows projected growth in sales occupations. As shown, growth in the number of sales jobs in Kansas outpaces the national growth average of 5%, ranging from 5.51% to 27.56%.

⁶ Fogel, Suzanne, David Hoffmeister, Richard Rocco, and Daniel P. Strunk (2012), "Teaching Sales," Harvard Business Review, July-August, Accessed Online October 16, 2016: <https://hbr.org/2012/07/teaching-sales>.

⁷ Davidson, Paul (2013), "Bosses Lament: Sales Jobs Hard to Fill," USA Today, July 21, Accessed Online October 16, 2016: <http://www.usatoday.com/story/money/business/2013/07/21/sales-job-openings/2568003/>.

TABLE 7. HIGH DEMAND OCCUPATIONS, KANSAS, 2015

High Demand Occupations – Sales Roles – Kansas – 2015						
SOC Title	JVS ¹	ST ²	LT ³	Total Score	Rank out of 439	Median Annual Wage ⁴
Customer Service Representatives	10	10	10	30	4	\$30,480
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	5	10	9	24	39	\$56,030
Sales Representatives, Services, All Other	6	9	9	24	40	\$50,690
Insurance Sales Agents	5	8	7	20	64	\$56,990
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	0	8	6	14	125	\$75,820
Sales Managers	0	6	5	11	166	\$96,770
Securities, Commodities, and Financial Services Sales Agents	0	5	5	10	190	\$83,600
Advertising Sales Agents	1	3	4	8	229	\$44,230
Real Estate Sales Agents	4	2	2	8	230	\$37,630
Sales and Related Workers, All Other	0	1	2	3	368	\$24,540
Sales Engineers	0	1	0	1	409	\$79,550

Source: Kansas Department of Labor, Labor Market Information Services (LMIS).

* 2014 Edition of the Kansas Wage Survey data, Kansas 2015 wage data is not available.

** 2015 U.S. wage data, Kansas wage data is not available.

1. Job Vacancy Survey Score is based on the 2015 Kansas Job Vacancy Survey.

2. Short-term Projections Score is based on the 2014-2016 round of projection data.

3. Long-term Projection Score is based on the 2012-2022 round of projection data.

4. Wage data is from the 2015 Edition of the Kansas Wage Survey (data collected in 2014).

TABLE 8. OCCUPATIONAL PROJECTIONS (LONG-TERM) FOR SALES OCCUPATIONS IN KANSAS, 2012-2022

Occupation	Occupation Code	2012 Estimated Employment	2022 Projected Employment	Total 2012-2022 Employment Change	Annual Avg. Percent Change	Total Percent Change
Sales and Related	410000	142,636	151,324	8,688	0.59%	6.09%
Sales Representatives, Services	413000	15,880	18,241	2,361	1.40%	14.87%
Sales Representatives, Wholesale and Manufacturing	414000	19,327	20,411	1,084	0.55%	5.61%
Insurance Sales Agents	413021	4,553	5,163	610	1.27%	13.40%
Real Estate Brokers	419021	719	790	71	0.95%	9.87%
Real Estate Sales Agents	419022	1,295	1,428	133	0.98%	10.27%
Sales and Related Workers, All Other	419099	763	849	86	1.07%	11.27%
Sales Engineers	419031	441	469	28	0.62%	6.35%
Sales Representatives, Services, All Other	413099	7,678	9,046	1,368	1.65%	17.82%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	414012	15,364	16,210	846	0.54%	5.51%
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	414011	3,963	4,201	238	0.58%	6.01%
Securities, Commodities, and Financial Services Sales Agents	413031	1,771	2,259	488	2.46%	27.56%

Source: Occupational Employment Statistics and Wages Program, Downloaded: 10/16/2016 2:06 PM

We expect the Major in Professional Strategic Selling to have little to no impact on other units. There may be a slight impact on the Marketing Major, in that a student currently pursuing a Marketing Major might pursue a sales major instead. However, both majors will be housed in the Department of Marketing, and the demand for the courses in the Sales Major and the Marketing Major are expected to remain roughly the same. Conversations with directors of programs at universities housing both sales and marketing majors report minimal impact; rather, both programs have grown since the introduction of the sales major (personal communication, October 16, 2016; Ellen Bolman Pullins, University of Toledo and Terry Loe, Kennesaw State University).

The Major will more likely affect the enrollment in the CPSS program; however, the Certificate program will continue to serve non-College of Business Administration majors seeking a career in sales, as well as College of Business students who would like experience in sales without taking a full major. We expect the overall growth of the sales program to continue into the near future, with the certificate and major serving to complement one another.

1.b.iv. Procedures and criteria for admission

Admission Criteria:

Students must apply and be admitted to the program, submitting a completed application form, transcript and resume.

Specific Requirements:

- A completed application form;
- Reference assessment from one K-State faculty member; faculty member ranks candidates on academics and work ethic;
- Resume and LinkedIn profile demonstrating the characteristics that support a sales career and a passion for sales (e.g., strong work ethic, previous sales experience).

Rationale for Application Process:

The rationale for using an application process:

1. Limiting class sizes is necessary to facilitate personal mentoring by our sales faculty and to meet USCA standards for excellence in sales education;
2. The requirements are necessary to limit enrollment consistent with the availability of faculty and space.

Other Admission Requirements:

Admitted to K-State and the College of Business Administration.

Note: Students must complete 54 credit hours of Business Administration Pre-Professional program (BAPP) General Education courses to be admitted into the College of Business Administration; this requirement will apply to students in the Major in Professional Strategic Selling.

2. Curriculum of Proposed Program

The proposed major in Professional Strategic Selling will build upon the existing sales coursework in Marketing. Existing coursework includes Fundamentals of Professional Selling, Sales Force Leadership, Advanced Selling, Sales Experiential Learning, and Business Marketing.

2.a. Academic objectives, range of skills and knowledge possessed by future graduates

The Major in Professional Strategic Selling will focus on the business skills needed to be successful in a sales career, including:

- customer-oriented selling
- prospecting
- account management
- customer relationship management
- negotiation
- sales analytics
- sales coaching
- sales technology
- sales leadership.

Students will take a full range of coursework designed to develop their selling skills, thereby fully preparing these students for the realities of the sales role. The curriculum places great emphasis on the use of role-plays to prepare students. Through role-playing, students can apply the theoretical lessons learned within the classroom and subsequently apply them. Through repeated practice, students develop the skills needed to be successful sales professionals.

2.b. Coursework required of all students in the major

Students will take the following coursework to complete the Major in Professional Strategic Selling:

Business Administration Pre-Professional program (BAPP) consisting of **54 credit hours** of General Education courses.

Business Core (30 hrs.)

ACCTG 231	Accounting for Business Operations Credits: 3
ACCTG 241	Accounting for Investing and Finance Credits: 3
FINAN 450	Principles of Finance Credits: 3
GENBA 101	Business Orientation Credits: 0
GENBA 110	Business Foundations Credits: 3
GENBA 166	Business Information Technology Skills Proficiency Credits: 0
MANGT 366	Information Technology for Business Credits: 3
MANGT 420	Management Concepts Credits: 3
MANGT 421	Introduction to Operations Management Credits: 3
MANGT 595	Business Strategy Credits: 3
MANGT 596	Business Ethics and Corporate Citizenship Credits: 3
MKTG 400	Introduction to Marketing Credits: 3

Required classes for Professional Strategic Selling Major (18 hrs):

MKTG 542	Fundamentals of Professional Selling Credits: 3
MKTG 550	Business Marketing Credits: 3
MKTG 560	Sales Force Leadership Credits: 3
<u>MKTG 565</u>	<u>Customer Relationship Management - [NEW COURSE] Credits: 3</u>
MKTG 570	Advanced Selling Credits: 3
MKTG 499	Sales Experiential Learning Credits: 3

Major Electives (6 hrs, choose 2 from the following

list): MKTG 450	Consumer Behavior Credits: 3
MKTG 496	Special Topics in Marketing: Relationship Marketing Credits:
3 MKTG 496	Special Topics in Marketing: Cooperation Selling Credits: 3
MKTG 544	International Marketing Credits: 3
MKTG 546	Services Marketing Credits: 3
MKTG 545	Marketing Channels Credits: 3
MKTG 580	Business Intelligence for Strategic Decision-Making Credits: 3

Economic Electives (6 hrs.)

In consultation with the student's academic advisor, economics electives must be selected from economics course offerings numbered 500 or above, **excluding ECON 505**. Economics electives may not overlap with economics courses used to complete other requirements for the marketing major.

Unrestricted Electives (6 hrs)

Program Total of 120 Hours

2.c. Internships and practica required of students

Students majoring in Professional Strategic Selling are required to complete MKTG 499 Sales Experiential Learning. This class pairs academic content with a student's internship; as such, an internship is required to complete the sales major. A multitude of internship opportunities are available locally in Manhattan, as well as regionally and nationally. In addition to completing the internship, students read a book, answer weekly discussion questions, post weekly diary entries, and write a paper. The student's supervisor provides a written performance evaluation.

3. Program Faculty and Qualifications

3.a. Core and Supporting Faculty Members

The following faculty will be teaching in the Major in Professional Strategic Selling:

Core Tenured and Tenure-Track Faculty:

- Dr. Dawn Deeter-Schmelz, Ph.D., Professor and J.J. Vanier Distinguished Professor of Relational Selling and Marketing; Director, National Strategic Selling Institute. Dr. Deeter-Schmelz has taught and researched in the sales area for over 20 years and is a strong leader in the discipline, serving as President of the University Sales Center Alliance and President-Elect of the Global Sales Science Institute. Dr. Deeter-Schmelz has published over thirty peer-reviewed journal articles and twenty-seven conference proceedings in the areas of sales, sales management, and buyer-seller relationships. She has delivered nineteen invited presentations in the United States and Europe.

Dr. Deeter-Schmelz is responsible for teaching MKTG 570 Advanced Selling. In addition to serving majors, this course serves students pursuing the CPSS. Dr. Deeter-Schmelz also teaches MKTG 499 Sales Experiential Learning. MKTG 499 will serve both the major and the CPSS.

- Dr. Edward Nowlin, Ph.D., Assistant Professor of Marketing. Dr. Nowlin has an extensive research record in sales and has taught in the field since 2009. In addition to his exceptional academic credentials, Dr. Nowlin has extensive sales industry experience.

Dr. Nowlin teaches MKTG 542 Fundamentals of Professional Selling. In addition to serving majors in Professional Strategic Selling, this course serves students pursuing the Marketing Major and the CPSS.

- Dr. Douglas Walker, Ph.D., Associate Professor of Marketing. Dr. Walker is an analytics expert and has extensive experience teaching customer relationship management at the University of Houston and Iowa State University. He will be leading the sales analytics and customer relationship management courses.

In addition to teaching MKTG 565 Customer Relationship Management for Professional Strategic Selling Majors, Dr. Walker will be teaching MKTG 630 Sports Marketing for the Marketing Department. It is worth noting that MKTG 565 Customer Relationship Management also serves students pursuing the data analytics track in the Marketing Major and will be an elective for the CPSS.

Core Instructors (Non-Tenure Track):

- Mr. David Lehman, Instructor of Marketing and Sales, M.B.A., Associate Director, National Strategic Selling Institute. After working as a sales professional for Dow Chemical and UMB Bank, Mr. Lehman began teaching sales and has been doing so for over 20 years. The winner of numerous teaching awards, Mr. Lehman also coaches the K-State Sales Team.

Mr. Lehman teaches MKTG 542 Fundamentals of Professional Selling. In addition to serving majors in Professional Strategic Selling, this course serves students pursuing the Marketing Major and the CPSS. Mr. Lehman also teaches MKTG 400 Introduction to Marketing, a required course for Marketing Majors and a service course for many programs across campus.

- Mr. Tom Clark, Executive-in-Residence, Masters of Psychology. Mr. Clark began teaching at Kansas State University after a 30+ year career in technical sales, most recently with Verizon.

Mr. Clark teaches MKTG 560 Sales Force Leadership. In addition to serving sales majors, this course also serves CPSS students.

Supporting Instructors (Non-Tenure Track):

- Dr. Dawne Martin, Ph.D., Assistant Dean for Diversity and Instructor, Department of Marketing. In addition to her extensive experience working in the College of Business Administration, Dr. Martin possesses extensive practical experience as a sales professional working in industry.

Dr. Martin teaches MKTG 550 Business Marketing. In addition to serving majors in Professional Strategic Selling, this course is an elective in the Marketing Major. Dr. Martin is also teaching a Multi-Cultural Marketing course (elective) for the Department of Marketing.

- Mr. Robert Strawn, Executive-in-Residence and Adjunct Faculty, M.B.A. Mr. Strawn has extensive industry experience and is the former mayor of Manhattan, KS. Mr. Strawn will be teaching MKTG 550 Business Marketing one semester per academic year.

3.b. Graduate Assistants

One graduate assistant currently is assigned to the NSSI and the CPSS; this same position will also cover the major.

4. Academic Support

This major is being initiated via existing courses and one new course. All academic resources are in place currently to deliver the curriculum for the Certificate in Professional Strategic Selling, so no new academic resources are needed.

Advising for the program will follow the College of Business Advising model, with students assigned an advisor through the College of Business Student Resource Center. We will not require additional advising services, nor will we require additional library, audio-visual, or academic computing resources.

The NSSI currently receives administrative support from our program associate and graduate assistant. Additional administrative support is provided by the Department of Marketing. Consequently, additional support staff are not required.

5. Facilities and Equipment

The facilities and equipment required to deliver the major in Professional Strategic Selling are in place to deliver the curriculum for the CPSS; hence, no new facilities or equipment are necessary to implement this new major. Existing facilities include six role-play labs, a conference room, and access to a behavioral lab. State-of-the-art recording technology is already in place in all role-play rooms, the conference room, and the behavioral lab. Students and faculty can access videos to review, and viewing these videos leads to improved skill development. Private funding facilitated the purchase of the technology.

The current equipment and facilities represent the top-of-the-line in sales education and enable delivery of a high-quality program. No additional equipment is requested or desired, as the current facilities and equipment are more than sufficient to meet the instructional and laboratory needs of the program.

Because the NSSI is housed in a completely new building, the facility life-span is expected to be long. An annual service license paid to the software provider (+/- \$1500) provides access to software updates. Computer equipment already in place to deliver the CPSS will also be used in the major; this equipment is serviced by the CBA IT department.

6. Costs and Financing

Based on anticipated enrollment in the major of 30, 50 and 75 students in years 1, 2 and 3, respectively, we project costs of \$236,058 (salaries, fringe & OOE) during the implementation year; that amount will be re-budgeted for year 2; and increased to \$364,528 for additional salary expenses for year 3.

All funding sources will be due to internal reallocation and private funding, i.e., through the J.J. Vanier Distinguished Chair in Business Administration (held by Dawn Deeter-Schmelz) and funds raised by the NSSI. Faculty salaries are paid by a combination of general use funds and private funding sources, as described above. Administrative salaries and stipends are paid via private funding sources. Because funding sources are due to internal reallocation and private funding, no new (additional) costs are required to implement the Major in Professional Strategic Selling.

7. Program Review, Assessment, and Accreditation

Program review for the new major will fall within the responsibilities of the Department of Marketing and will be reviewed when its programs are reviewed. The Department of Marketing and the College of Business Administration will also be responsible for the assessment of the student learning outcomes.

7.a. Assessment

The desired student learning outcomes established for the Major in Professional Strategic Selling are as shown in Table 9. Assessment will measure success towards achieving these learning outcomes, as follows:

TABLE 9. DESIRED STUDENT LEARNING OUTCOMES AND PROPOSED METHODS OF ASSESSMENT

Desired Student Learning Outcome	Proposed Method of Assessment
Demonstrate an understanding of the customer-oriented sales process.	Presented and evaluated in MKTG 542 Fundamentals of Professional Selling via role-plays.
Demonstrate an understanding of the sales coaching process and the role of effort in sales success.	Presented and evaluated in MKTG 560 Sales Force Leadership via assignments and role-plays.
Demonstrate the ability to use a customer relationship management (CRM) system to manage a sales pipeline.	Presented and evaluated in MKTG 570 Advanced Selling using Salesforce.com and accompanying assignments.
Demonstrate proficiency in negotiations.	Presented and evaluated in MKTG 550 Business Marketing via assignments.
Demonstrate an understanding of sales analytics and customer relationship management.	Presented and evaluated in MKTG 565 Customer Relationship Management via assignments, and MKTG 560 Sales Force Leadership via role-plays.

7.b. Accreditation

The College of Business Administration is accredited by the AACSB International, and this program will fall under that accreditation process. Further, as a member in good standing of the USCA, the NSSI falls under USCA guidelines and must pass routine reviews regarding the number of Ph.D. faculty, use of role-plays and other forms of experiential education, delivery of at least three sales courses, provision of sales career fairs and other extracurricular activities, and existence of a sales advisory board that meets regularly, among other things.

Because we already meet AACSB accreditation standards, as well as the standards for USCA membership, no additional resources are needed for accreditation purposes. Accreditation and USCA membership can be maintained with existing resources. This program may also be subject to additional assessment processes from the Higher Learning Commission and the Kansas Board of Regents.

**New Degree Request – Kansas State University
Program Summary Form**

<u>Criteria</u>	<u>Program Summary Form</u>
1. Program Identification	<p>Bachelor of Science in Business Administration</p> <p>Major: Professional Strategic Selling</p> <p>CIP Code: 52.1804</p> <p>Anticipated Effective Date: Fall 2018; 2018-2019 will be the first year of implementation</p>
2. Academic Unit	College of Business Administration; the initial department assuming responsibility for administering this program will be the Department of Marketing
3. Program Description	The Major in Professional Strategic Selling will focus on providing students with the business skills necessary to be successful in a sales career; such careers include customer-oriented selling, prospecting, account management, customer relationship management, negotiation, sales analytics, sales technology, and sales leadership.
4. Demand/Need for the Program	<p>Universities with sales programs are rare, and universities with sales majors even more rare (only 18 in the U.S., and none in Kansas). Student demand at K-State for the Certificate in Professional Strategic Selling (CPSS) since its 2012 implementation has a 1150% growth in student demand and a 100% placement rate for students earning the certificate.</p> <p>A survey of current students enrolled in the Certificate in Professional Strategic Selling Program indicated 81% (38 out of 47 responding students) were interested in earning a sales major if such a program existed.</p> <p>U.S. Bureau of Labor Statistics for employment by sales occupation (2014 and projected 2024) reveal steady growth across sales occupations; overall growth is projected at 5%, or roughly 778,000 new jobs between 2014-2024. Replacement rates are expected to create a need for 1,876,300 sales jobs from 2014-2024.¹</p>
5. Comparative /Locational Advantage	Across the United States, only 18 universities offer a sales major; none of these are in Kansas and there is only one in the Big 12 – Baylor University. A sales major would further identify K-State as one of the leading universities in sales education. The National Strategic Selling Institute (NSSI) at Kansas State University has established itself a nationally-ranked, top sales program for each of the past six years by the Sales Education Foundation. The NSSI is the only sales program in Kansas to meet the standards for sales excellence set by the University Sales Center Alliance.
6. Curriculum	This 120-credit hour program consists of (1) 63 hours of Business Administration Pre-Professional Courses (including General Education courses); (2) 21 hours of Business Core Courses; (3) 18 hours required classes for the Professional Strategic Selling Major; (4) six hours of electives for the Professional Strategic Selling Major; (5) six hours of restricted electives from humanities, natural sciences, quantitative, or social sciences; and (6) six hours of unrestricted electives.

¹ Source: Employment Projections program, U.S. Bureau of Labor Statistics. Retrieved from: <https://www.bls.gov/oes/>

7. Faculty Profile	<p>The faculty required to teach the Major in Professional Strategic Selling are currently on staff. Two tenured and one tenure-track faculty members have doctoral degrees relevant to sales and maintain active research programs in the discipline.</p> <table border="1" data-bbox="535 262 1404 693"> <thead> <tr> <th data-bbox="535 262 860 336">Faculty Name</th> <th data-bbox="860 262 1128 336">Faculty Rank</th> <th data-bbox="1128 262 1299 336">Highest Degree</th> <th data-bbox="1299 262 1404 336">FTE</th> </tr> </thead> <tbody> <tr> <td data-bbox="535 336 860 378">Dawn Deeter-Schmelz</td> <td data-bbox="860 336 1128 378">Professor</td> <td data-bbox="1128 336 1299 378">Ph.D.</td> <td data-bbox="1299 336 1404 378">1.0</td> </tr> <tr> <td data-bbox="535 378 860 420">Edward Nowlin</td> <td data-bbox="860 378 1128 420">Asst Professor</td> <td data-bbox="1128 378 1299 420">Ph.D.</td> <td data-bbox="1299 378 1404 420">1.0</td> </tr> <tr> <td data-bbox="535 420 860 462">Douglas Walker</td> <td data-bbox="860 420 1128 462">Assoc Professor</td> <td data-bbox="1128 420 1299 462">Ph.D.</td> <td data-bbox="1299 420 1404 462">0.5</td> </tr> <tr> <td data-bbox="535 462 860 504">David Lehman</td> <td data-bbox="860 462 1128 504">Instructor</td> <td data-bbox="1128 462 1299 504">M.B.A.</td> <td data-bbox="1299 462 1404 504">1.0</td> </tr> <tr> <td data-bbox="535 504 860 577">Tom Clark</td> <td data-bbox="860 504 1128 577">Executive-in-Residence</td> <td data-bbox="1128 504 1299 577">M.S.</td> <td data-bbox="1299 504 1404 577">0.5</td> </tr> <tr> <td data-bbox="535 577 860 640">Robert Strawn</td> <td data-bbox="860 577 1128 640">Executive-in-Residence</td> <td data-bbox="1128 577 1299 640">M.B.A.</td> <td data-bbox="1299 577 1404 640">.25</td> </tr> <tr> <td data-bbox="535 640 860 693">Dawne Martin</td> <td data-bbox="860 640 1128 693">Instructor</td> <td data-bbox="1128 640 1299 693">Ph.D.</td> <td data-bbox="1299 640 1404 693">.25</td> </tr> </tbody> </table> <p data-bbox="535 703 1039 735"><i>FTE = Full-Time Equivalent for this program.</i></p> <p data-bbox="535 745 1477 840">We will utilize two Executive-in-Residences with extensive sales/industry experience. Other faculty in the department have expressed interest in teaching sales coursework as the need arises.</p>	Faculty Name	Faculty Rank	Highest Degree	FTE	Dawn Deeter-Schmelz	Professor	Ph.D.	1.0	Edward Nowlin	Asst Professor	Ph.D.	1.0	Douglas Walker	Assoc Professor	Ph.D.	0.5	David Lehman	Instructor	M.B.A.	1.0	Tom Clark	Executive-in-Residence	M.S.	0.5	Robert Strawn	Executive-in-Residence	M.B.A.	.25	Dawne Martin	Instructor	Ph.D.	.25
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Robert Strawn	Executive-in-Residence	M.B.A.	.25																														
Dawne Martin	Instructor	Ph.D.	.25																														
8. Student Profile	<p>Students majoring in Professional Strategic Selling will be undergraduate students accepted for study in the College of Business Administration. These students will have an interest in a sales career. Students who excel tend to have strong internal motivation and a competitive nature. Consistent with enrollment in the CPSS, we expect a diverse group of students in the program, including a significant number of underrepresented minorities and women.</p>																																
9. Academic Support	<p>This major is being initiated through existing courses and one new course. Therefore, academic support for this program will be provided through existing resources already in place to deliver the Certificate in Professional Strategic Selling. Advising for the program will follow the College of Business Advising model, with students assigned an advisor through the College of Business Student Resource Center.</p>																																
10. Facilities and Equipment	<p>The program currently houses six sales role-play rooms, including technology, a conference room that includes sales technology and webinar capabilities, and access to a behavioral research lab within the National Strategic Selling Institute. Consequently, no new facilities or equipment will be needed to implement this new major.</p>																																
11. Program Review, Assessment, Accreditation	<p>The College of Business Administration is accredited by the AACSB International, and this program will fall under that accreditation process. Further, the NSSI has met the standards established by the University Sales Center Alliance and is a member in good standing. An assessment plan for student outcomes includes evaluation of student role-plays, assignments, projects and tests. This program may also be subject to additional assessment processes from the Higher Learning Commission and the Kansas Board of Regents.</p>																																
12. Costs, Financing	<p>Costs for salaries for the implementation year are \$232,058, with operational costs of \$4,000 (total: \$236,058). No additional costs beyond this amount are needed for year two; for year three, we have increased this budget to \$364,528 (due to additional instruction salary). Faculty salaries are paid by a combination of general use funds (through internal reallocation) and private funding sources. Administrative salaries and stipends are paid via private funding sources.</p>																																

**CURRICULUM OUTLINE
NEW DEGREE PROPOSALS
Kansas Board of Regents**

- I. Identify the new degree: Major in Professional Strategic Selling
- II. Provide courses required for each student in the major:

	Course Credit Hours	Total Credit Hours
Business Administration Pre-Professional (BAPP) Program:	General Education Courses	54
Business Core:	ACCTG 231 Accounting for Business Operations 3 ACCTG 241 Accounting for Investing and Finance 3 FINAN 450 Principles of Finance 3 GENBA 101 Business Orientation 0 GENBA 110 Business Foundations 3 GENBA 166 Business Information Technology Skills Proficiency 0 MANGT 366 Information Technology for Business 3 MANGT 420 Management Concepts 3 MANGT 421 Introduction to Operations Management 3 MANGT 595 Business Strategy 3 MANGT 596 Business Ethics and Corporate Citizenship 3 MKTG 400 Introduction to Marketing 3	30
Economics Electives	Economics electives must be selected from economics course <i>(offerings numbered 500 or above excluding ECON 505 in consultation with the student's academic advisor)</i>	6
Unrestricted Electives	Total Hours Unrestricted Electives	6
Major in Professional Strategic Selling: Core Courses	MKTG 542 Fundamentals of Professional Selling 3 MKTG 550 Business Marketing 3 MKTG 560 Sales Force Leadership 3 MKTG 565 Customer Relationship Management 3 MKTG 570 Advanced Selling 3 MKTG 499 Sales Experiential Learning 3	18
Major in Professional Strategic Selling: Electives	Choose two (2) from the following list: MKTG 450 Consumer Behavior (3) MKTG 496 Special Topics in Marketing: Relationship Marketing (3) MKTG 496 Special Topics in Marketing: Cooperation Selling (3) MKTG 544 International Marketing (3) MKTG 496 Services Marketing (3) MKTG 545 Marketing Channels (3) MKTG 580 Business Intelligence for Strategic Decision Making (3)	6
Research	Not applicable	
Practica	Not applicable	
Total Hours for Major in Professional Strategic Selling		120

IMPLEMENTATION YEAR FY 2018-2019
Fiscal Summary for Proposed Academic Programs
Institution: Kansas State University
Proposed Program: Major in Professional Strategic Selling

Part I. Anticipated Enrollment	Implementation Year		Year 2		Year 3	
	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time
A. Full-time, Part-time Headcount:	30	0	50	0	75	0
B. Total Semester Credit Hours taken by students in program	900		1500		2250	
Part II. Program Cost Projection						
A. In implementation year one, list all identifiable General Use costs to the academic unit(s) and how they will be funded. In subsequent years, please include only the additional amount budgeted.						
<u>Salaries and Fringe...Total</u>	<u>\$232,058</u>		<u>\$232,058</u>		<u>\$360,528</u>	
Instruction: GTAs	0		0		0	
Instruction: Adjuncts/Instructors/Non-Tenure Track	15,062		15,062		30,124	
Instruction: Tenure and Tenure-Track	113,409		113,409		226,817	
Administration	71,890		71,890		71,890	
Support Staff	31,697		31,697		31,697	
<u>Other Operating Expenses...Total</u>	<u>\$4,000</u>		<u>\$4,000</u>		<u>\$4,000</u>	
Office Expenses	4,000		4,000		4,000	
<u>TOTAL:</u>	<u>\$236,058</u>		<u>\$236,058</u>		<u>\$364,528</u>	

Indicate source and amount of funds if other than internal reallocation:

All funding sources will be due to internal reallocation and private funding, i.e., through the J. J. Vanier Distinguished Chair in Business Administration and funds raised by the National Strategic Selling Institute. Note: Faculty salaries are paid from a combination of general use and private funding sources. Administrative salaries are paid from private funding sources.