Proposal for a New Certificate

I. Proposed title of new certificate.

*Professional Sales Certificate*

II. Academic year of intended implementation.

*Fall 2009*

III. Name of the department and college submitting the proposal.

*Department of Finance & Marketing, College of Business*

A. Identify the unit which will have primary responsibility for the certificate.

*Marketing*

B. Identify the level of the certificate (i.e., undergraduate or post-baccalaureate).

*Undergraduate*

IV. Statements on questions of need and demand.

A. Relation of the program to the University [Strategic Plan](#).

*The proposed certificate will enable the University to continue serving the “educational, cultural, and economic needs of Northern California” (Strategic Plan – Objective #4) through offering students specialized training in an economically vital field that employs more people than any other occupation in the U.S. and that attracts a large number of Northern California recruiters. The certificate will enable students to better differentiate themselves and will offer recruiters an advanced pool of sales professionals from which to recruit. Additionally, the development of the certificate and its associated Professional Sales Program will enable the university to diversify its “sources of revenue” (Strategic Plan – Objective #5) through attracting corporate partners who have already expressed interest in sponsoring various components of the program. The program is a stand-alone program that does not require ongoing accreditation.*

B. Rationale for seeking a certificate rather than another type of program (degree, option, minor).

*Based on the expressed needs of business organizations operating within Northern California’s economic environment, a certificate program is the preferred mechanism by which to deliver the educational content of the proposed*
program. The utilization of a minor or option could limit the appeal of the program to non-marketing or non-business majors. Since sales recruiters often hire across a wide range of majors, a certificate program that can seamlessly complement a wide range of majors is preferable. Additionally, a greater degree of specificity is offered via the utilization of a certificate. In contrast, the Minor in Marketing is only available to admitted Chico State students. The certificate could also be completed by non-Business Chico State students or outside professionals. The tighter focus and its associated theoretical and practical learning opportunities will also better differentiate the more rigorous Certificate and better prepare students to excel in today’s demanding work environment. Finally, certificates in professional sales are widely used in business and are considered a valuable means by which to complement a non-business major.

C. Need for the proposed certificate.
   1. Identify other CSU campuses with the proposed certificate.
      CSU, Fullerton offers a “certificate” within their Sales Leadership Center. However, the certificate is not an official certificate program as defined by the CSU, Chico catalog. See point 3 of this section for amplification.
   2. Identify neighboring institutions with the proposed certificate.
      There are no immediately neighboring institutions offering the proposed certificate. Only nine sales certificate programs are in existence, and few of them directly compete with the proposed certificate. The schools currently offering certificates within the U.S. are the College of St. Catherine (MN), Illinois State, Northern Illinois, Ohio University, University of Akron, University of Central Florida, University of Houston, University of Washington, and Washington State.
   3. Identify differences, if any, between these programs and the proposed program.
      The CSU, Fullerton certificate only requires two traditional college courses (Professional Selling and Managing the Sales Force). Additionally, the certificate includes five 2.5 hour training modules offered by a professional sales training service. Therefore, the certificate includes less than three full college courses and is dissimilar to the proposed 21 credit certificate.

D. Identify other closely related curricula currently offered by the campus.

There are no other sales programs currently offered on the CSU, Chico campus. However, the marketing option of the BS in Business Administration includes many of the courses offered within the proposed certificate. The proposed certificate is a key component of the Department of Finance & Marketing’s Professional Sales Program which requires no ongoing accreditation.
1. Explain the impact the proposed certificate will have on these programs. The certificate program is not likely to impact the size of the marketing option since its requirements are above and beyond those of the marketing option. The requirements are not in lieu of the marketing option's requirements.

2. Explain how current programs do not meet the proposed certificate's objectives.

The current marketing option does not require students to follow a sales-specific curriculum path. Additionally, the marketing option does not provide students with the resume-enhancing features of a certificate program. Recruiters have expressed the need for better trained sales recruits, and the certificate program offers a focused means by which to deliver that training. In addition, the marketing option is limited to Business majors.

E. Student demand for the program.

1. Give evidence of serious student interest in the proposed certificate.

Student interest has been ascertained via three means. First, student marketing leaders were surveyed and expressed universal enthusiasm for the program. Second, a Special Topics class was developed to test the proposed certificate’s capstone class, and the Special Topics class was immediately filled beyond its 44 person capacity. Finally, professors, Marketing Advisory Board members, current recruiters, and Chico State business graduates were informally surveyed. The consensus was that the program meets a core student need and should be aggressively pursued.

2. Estimated number of students seeking the certificate
   a. in the year of initiation. 30
   b. after three years. 50
   c. after five years. 70
   d. Describe methodology for developing these estimates.

A survey was conducted in the Special Topics class (Advanced Sales) referenced in Part E, and approximately 60% of the students expressed a strong desire to seek the certificate. This percentage represents approximately 30 students, all of whom are marketing majors. However, due to the GPA requirements of the certificate (See Part VI., B), roughly 10 of these students would be ineligible to apply. The Department of Finance and Marketing estimates that approximately 10 non-marketing business majors would be interested in the certificate, and therefore, the first year estimate is 30 students.

Based on advertising efforts in lower-division business courses and positive word-of-mouth from certificate participants, the numbers for Years 3 and 5 are expected to rise to 50 and 70 students, respectively.
The numbers are not expected to grow beyond 70 students until departmental staffing is increased.

3. Estimate the number of certificates awarded
   a. in the year of initiation. 10
   b. after three years. 40
   c. after five years. 65
   d. Describe methodology for developing these estimates.

   The first year estimate is based on the current percentage of students in the Department’s Special Topics class (Advanced Sales) that have taken all required courses for the certificate. Most of the 30 students seeking the certificate in the first year will not have taken all the required courses, and therefore, the Department does not expect all 30 to be awarded certificates within the first year. Additionally, some students may not meet the GPA requirements. The number of awarded certificates in ensuing years is estimated according to the following chart:

<table>
<thead>
<tr>
<th>Certificate Seekers</th>
<th>Certificate Awardees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1 30</td>
<td>10</td>
</tr>
<tr>
<td>Year 2 40</td>
<td>30</td>
</tr>
<tr>
<td>Year 3 50</td>
<td>40</td>
</tr>
<tr>
<td>Year 4 60</td>
<td>50</td>
</tr>
<tr>
<td>Year 5 70</td>
<td>65</td>
</tr>
</tbody>
</table>

F. Identify professional uses for the proposed certificate.

Recruiters and Marketing Advisory Board members have repeatedly emphasized the importance of differentiating students in today’s competitive environment. Since there are currently no similar Professional Sales certificates in California, the current certificate offers a means by which students can differentiate themselves and better compete within the Northern California job market, or beyond. Recruiters have expressed positive opinions regarding the certificate and have discussed how the additional sales training offered by the certificate will enhance student value within professional settings.

V. Resources
   A. List the faculty members for the required courses in the program by

   Name: Ken Chapman
   Rank: Professor
   Appointment status: Tenured
   Highest degree earned: Ph.D.
   Date and Field of highest degree: 1996, Marketing
   Professional experience: Consultant
Name: **Lauren Wright**  
Rank: **Professor**  
Appointment status: **Tenured**  
Highest degree earned: **Ph.D.**  
Date and Field of highest degree: **1989, Marketing**  
Professional experience: **Consultant**

Name: **Casey Donoho**  
Rank: **Professor**  
Appointment status: **Tenure Track**  
Highest degree earned: **Ph.D.**  
Date and Field of highest degree: **1990, Marketing**  
Professional experience: **CBS Retail Stores, M&W Stereo, Inc., Consultant**

Name: **Tim Heinze**  
Rank: **Lecturer**  
Appointment status: **Full Time Temp**  
Highest degree earned: **Ph.D.**  
Date and Field of highest degree: **2007, Organizational Mgmt. & Mktg.**  
Professional experience: **Ford Motor Company, American Telecast, TFI Corp.**

Name: **Curtis DeBurg**  
Rank: **Professor**  
Appointment status: **Tenured**  
Highest degree earned: **Ph.D.**  
Date and Field of highest degree: **1985, Business Administration (Accounting)**  
Professional experience: **Consultant**

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B. List the faculty members for the elective courses in the program by:

Name: **Neal Bordenave**  
Rank: **Lecturer**  
Appointment status: **Part-Time**  
Highest degree earned: **J.D.**

Name: **Dirk Potter**  
Rank: **Lecturer**  
Appointment status: **Part-Time**  
Highest degree earned: **J.D.**

Name: **David Rahn**  
Rank: **Lecturer**  
Appointment status: **Part-Time**  
Highest degree earned: **MS**
Name: **Marc Siegall**  
Rank: **Professor**  
Appointment status: **Tenured**  
Highest degree earned: **Ph.D.**

Name: **Sean Morgan**  
Rank: **Lecturer**  
Appointment status: **Full Time Temp**  
Highest degree earned: **MBA**

Name: **John Lees**  
Rank: **Professor**  
Appointment status: **Tenured**  
Highest degree earned: **Ph.D.**

Name: **Ken Chapman**  
Rank: **Professor**  
Appointment status: **Tenured**  
Highest degree earned: **Ph.D.**

C. List the resources needed to sustain the program for the first five years, including cost and funding source.
   Faculty: *No additional faculty within first five years, thereafter program size will determine need.*
   Staff: *No additional staff within first five years*
   Facilities: 2 role play labs ($5,000 - $15,000; funding source = corporate partners)
   Library resources: *None*
   Equipment: *Included within “Facility” estimates (see above)*
   Specialized material: *None*

D. Additional support resources required, including source of support.  
   *None*

VI. Curriculum  
   Note: Proposed curriculum should take advantage of courses already offered in other departments when subject matter would otherwise overlap or duplicate existing course content.

A. Total number of units required for certificate.  
   **21**

B. Special criteria for admission and/or continuation (if applicable).  
   *Non-Chico State Student*
1) Departmental approval via formal application process (application form, three page essay, and two professional recommendations). 2) GPA maintenance requirement = 2.50 for courses required for the certificate with at least a C or better earned in each course.

**Chico State Student**
1) Departmental approval via formal application process (application form, three page essay, and two faculty recommendations) 2) GPA requirement for admission = 2.75 cumulative. 3) GPA maintenance requirement = 2.50 for courses required for the certificate with at least a C or better earned in each course. Note: the GPA requirements apply to all students, including transfer and international exchange students.

**Rationale:** Certificate coursework is rigorous. To facilitate student involvement and improve chances for successful certificate completion, a minimum and maintained GPA are required, along with departmental approval. Many competing programs, including the “certificate” program at California State University, Fullerton have similar criteria.

C. Explanation of any special program characteristics (e.g., terminology, credit units required, types of coursework, etc.).
   N/A

D. List all new courses for the proposed program.
   Course number and title: No new courses. *(Note: The one new course that was needed is already in place, MKTG 483 Advanced Topics in Professional Sales. That course also serves as an elective for marketing option students.)*
   Mode of course delivery if other than regular: Regular
   1. Identify the new courses needed to initiate the program. **No new courses.**
   2. Identify the new courses needed during the first two years after implementation. **None.**

E. List all required courses for the program.

   Course number and title: **MKTG 305 – Survey of Marketing**
   Units of credit: 3
   Prerequisites: **None**

   Course number and title: **MKTG 371 – Consumer Behavior**
   Units of credit: 3
   Prerequisites: **MKTG 305**
Course number and title: **MKTG 470 – Sales Force Management**  
Units of credit: 3  
Prerequisites: **MKTG 371**

Course number and title: **MKTG 473 – Strategic Personal Selling**  
Units of credit: 3  
Prerequisites: **MKTG 371**

Course number and title: **MKTG 483 – Advanced Topics in Professional Sales**  
Units of credit: 3  
Prerequisites: **MKTG 473**

Course number and title: **ACCT 201 – Introduction to Financial Accounting**  
Units of credit: 3  
Prerequisites: **None**

F. List all elective courses for the program.

Course number and title: **FINA 456 – Risk and Insurance**  
Units of credit: 3

Course number and title: **MGMT 345 – Negotiation Techniques for Conflict Resolution**  
Units of credit: 3

Course number and title: **MGMT 441 – Managing Personal Success**  
Units of credit: 3

Course number and title: **MGMT 447 – Leadership**  
Units of credit: 3

Course number and title: **MGMT 444 – Managing Project Teams**  
Units of credit: 3

Course number and title: **MINS 235 – Databases**  
Units of credit: 3

Course number and title: **MKTG 489 – Directed Internship**  
Units of credit: 3

G. For undergraduate certificates, explain provisions for articulation of the proposed certificate with community college courses.  
*The certificate will not articulate.*
H. Complete catalog copy, including admission and completion requirements. See the current University Catalog for correct format; please follow it exactly. Before the proposal is submitted to Academic Affairs (for undergraduate certificates) or to GIIS (for post-baccalaureate certificates), it may be helpful to review catalog copy with the Director of Academic Publications, Facilities, and Database Operations.

Course Requirements for the Certificate: 21 units
The following courses, or their approved transfer equivalents, are required of all candidates for this certificate.

Applicants must qualify for admission to the program. For all students (e.g. existing Chico State students, transfer students, exchange students), a cumulative grade point average of 2.75 is required for admission to the certificate program. Candidates for the certificate must be accepted by the University, but it is not necessary to complete the requirements for a bachelor’s degree in order to receive the Professional Sales Certificate. Please consult with the chair of the Department of Finance and Marketing or the Undergraduate Business Advising Office for additional admissions criteria.

A grade point average of 2.5 must be earned for courses required for the certificate, with at least a “C” earned in each course.

Foundation Courses: 3 units
1 course required:
ACCT 201 Introduction to Financial Accounting  3.0 FS

Required Core Courses: 15 units
5 courses required:
MKTG 305 Survey of Marketing  3.0 FS
MKTG 371 Consumer Behavior  3.0 FS
Prerequisite: MKTG 305
MKTG 470 Sales Force Management  3.0 FS
Prerequisite: MKTG 371
MKTG 473 Strategic Personal Selling  3.0 FS
Prerequisite: MKTG 371
MKTG 483 Advanced Topics in Professional Sales  3.0 S
Prerequisite: MKTG 473

Elective Courses: 3 units
1 course selected from:
FINA 456 Risk and Insurance  3.0 F
Prerequisite: FINA 307
MGMT 345 Negotiation Techniques for Conflict Resolution  3.0 S
Prerequisite: MGMT 303
MGMT 441 Managing Personal Success  3.0 FS
Prerequisite: MGMT 303
MGMT 447 Leadership  3.0 FS
Prerequisite: MGMT 303
MGMT 444 Managing Project Teams 3.0 FS
Prerequisite: MGMT 303 or Faculty Permission
MINS 235 Databases 3.0 FS
MKTG 489 Directed Internship 3.0 FS

Upper division courses which are related to professional sales and which are offered by other academic departments (e.g. CMST 354, Persuasion; PSYC 395, Social Psychology; REAL 301, Principles of Real Estate; RECR 471 Customer Service/Sales Recreation Operations) may also be taken but require prior approval by the chair of the Department of Finance and Marketing or the Director of the Professional Sales Program.

Attach the Undergraduate Program Signature form or the Graduate Program Signature form to the front of the proposal and submit to Academic Affairs or GIIS after all department and college reviews are complete.