

Attachment 2
Academic Affairs
Discussion Agenda Supplemental Information

College of Business Administration (3-15-17)

Department of Marketing

New Undergraduate Major - Professional Strategic Selling

Admission Criteria:

Selective admissions to the major will be employed; students must apply to the program, submitting a completed application form, transcript and resume. Criteria for selection include academic performance, a sincere interest in a sales career, and space availability.

Specific Requirements:

- A completed application form;
- GPA of 2.75 or higher;
- 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 Selective Admissions:

The rationale for using a selective admissions process is three-fold:

1. Limiting class sizes to the current size is necessary to facilitate personal mentoring by our sales faculty;
2. The most elite sales programs in the country, e.g., at Baylor University, the University of Houston, and Florida State University, use a selective admissions process; our program is viewed in the same elite class;
3. The requirements are necessary to limit enrollment consistent with the availability of faculty and space.

A selective admissions process has been employed by other Kansas State University majors, including Interior Design (College of Human Ecology), Wildlife and Outdoor Management (College of Agriculture), and Athletic Training (College of Human Ecology).

Other 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.

Students will take the following coursework:

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
MKTG 565	Customer Relationship Management	Credits: 3
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.)

Economics electives must be selected from economics course offerings numbered 500 or above **excluding ECON 505** in consultation with the student's academic advisor.

Economics electives may not overlap with economics courses used to complete other requirements for the marketing major.

Unrestricted Electives (12 hrs)

Program Total of 126 Hours

Rationale

Please see explanation below for extended rationale for a Major in Professional Strategic Selling.

Impact on Other Units

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 the same, roughly. 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 Certificate in Professional Strategic Selling 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.

Effective Date: Fall 2018

New Degree Request – Kansas State University

1. Program Identification	Bachelor of Science in Business Administration with a Major in Professional Strategic Selling CIP Code: 52.1804 Anticipated Effective Date: Fall 2018
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	VISION FOR THE NATIONAL STRATEGIC SELLING INSTITUTE (NSSI) AND THE MAJOR IN PROFESSIONAL STRATEGIC SELLING: The Major in Professional Strategic Selling will be the program of choice for: <ul style="list-style-type: none">• High school and university students seeking a sales education;• K-State students seeking to improve their marketability and job prospects;• Companies seeking to hire top sales talent for entry-level roles. <p>The proposed major in Professional Strategic Selling will build upon the existing sales coursework in Marketing. The establishment of a major in professional strategic selling would:</p> <ol style="list-style-type: none">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.
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; 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.

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.^{1,2}

4. Demand/Need for the Program

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 should only serve to strengthen this reputation. Placement rates of CBA graduates generally range in the area of 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, 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. Yet 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) has identified 43 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 2 shows the number of sales majors

¹ 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>.

² 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/>.

offered throughout the country. Eighteen universities offer sales majors in 15 states, with no university offering a sales major in the state of Kansas.

We predict that demand for the Major in Professional Strategic Selling will be relatively high, mirroring the demand for the Certificate in Professional Strategic Selling introduced five years ago. The Certificate program has been quite successful, with a 770% growth in student demand since inception, and a 100% placement rate for students earning the certificate. A survey of current students enrolled in the Certificate in Professional Strategic Selling Program indicated 79% were interested in earning a sales major if such a program existed.

Further evidence of demand can be found in national employment statistics. Tables 3 and 4 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 (with the exception of 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,³ 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 2013.⁴

Growth in sales occupations is also expected within the state of Kansas. Table 5 reveals the number of sales and sales-related positions ranking as high demand occupations in the State of Kansas in 2015. Table 6 shows projected growth in sales occupations. As shown, growth in sales jobs in Kansas outpaces the national growth average of 5%, ranging from 5.51% to 27.56%.

Although the Certificate in Professional Strategic Selling 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.

³ 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>.

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/>.

The major in Professional Strategic Selling is intended to complement, as well as provide resources and classes for, the Certificate in Professional Strategic Selling.

IMPACT OF SALES MAJOR ON CONSTITUENT GROUPS

K-STATE UNDERGRADUATE STUDENTS:

- K-State students receive the highest quality sales education, and all CBA students have developed fundamental selling skills.
- More students are able to access and complete the National Strategic Selling Institute Program, thereby improving their professional sales abilities and increasing their attractiveness to employers.
- More students are introduced to sales as a viable and lucrative career path.
- Students are hired by great firms and have successful careers, with entry level compensation packages ranging from approximately \$45,000-\$65,000.

NSSI ALUMNI:

- For NSSI alumni, the value of the Sales Certificate and Proposed Sales Major increases the value of their Degree; that is, as the quality reputation of the NSSI continues to grow nationally and internationally, so too does the value of their education through the NSSI.
- Alumni now in a position to hire will have the opportunity to recruit more great students.

CORPORATE PARTNERS:

- Corporate Partners receive even greater value by having more recruits from which to choose during the hiring process, and more opportunities to get involved in the NSSI program.
- The costs associated with recruiting, hiring, and onboarding are reduced; K-State sales graduates are able to hit the ground running, bringing in revenues faster than their counterparts who have not been through a university sales program. They are also more likely to stay in the position because they have a solid understanding of the demands of a career in sales.
- The visibility of the Corporate Partner's brand is increased on campus.

OTHER HIRING FIRMS:

- Non-Corporate Partners also benefit, as the number of students in the program outpaces the capacity for Corporate Partners to hire those students.
- Recruiting is more effective, with more qualified candidates obtained through a more efficient recruiting process.

5. Comparative / Locational Advantage

The National Strategic Selling Institute (NSSI) at Kansas State University has established itself quickly as a nationally-ranked top sales program, as evidenced by the caliber of organizations recruiting our students (See Table 7, NSSI Corporate Partner Program) and our performance in national sales competitions (See Table 8). Further evidence can be found

in our Corporate Partnership with Schlumberger, an oil-servicing company based out of 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. At the end of their process, Schlumberger chose Kansas State University as one of the top four programs. Other prospective partners (e.g., Allsteel, Dell EMC) have mentioned their interest in the NSSI because of its national presence and reputation for excellent sales students.

The CBA, as part of the priority setting activities over the past four years, identified the National Strategic Selling Institute and the sales as one of its keys to pursuing national recognition. The reason 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.⁵ 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%.⁶ This tracks with the excellent starting salaries received by our current NSSI graduates.

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.

6. Curriculum

Admission Criteria:

Students will be admitted to the major using a selective admissions process; students must apply to the program. Criteria for selection will include academic performance (GPA of 2.75 or higher), a demonstrated interest in a career in sales, and space availability. Evidence of meeting requirements will include a completed application form, transcript, faculty reference, resume, and LinkedIn profile.

Limiting class size is necessary to facilitate the personal mentoring provided by our sales faculty. Further, the most elite sales programs in the U.S. use a selective admissions process, and the National Strategic Selling Institute is in that same elite class. Finally, requirements are necessary to limit enrollment consistent with the availability of faculty and space.

⁵ 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/>.

⁶ 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>.

A selective admissions process has been employed by other Kansas State University majors, including Interior Design (College of Human Ecology), Wildlife and Outdoor Management (College of Agriculture), and Athletic Training (College of Human Ecology).

Prior to being admitted to the Major in Professional Strategic Selling, students also must complete 54 credit hours of Business Administration Pre-Professional program (BAPP) General Education courses required for admission to the College of Business Administration.

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Economic Electives (6 hrs.)

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Economics electives may not overlap with economics courses used to complete other requirements for the marketing major.

Unrestricted Electives (12 hrs)

Program Total of 126 Hours

7. Faculty Profile

Tenured/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. Edward Nowlin, Ph.D., Assistant Professor of Marketing

Dr. Douglas Walker, Ph.D., Assistant Professor of Marketing

Instructors:

Mr. David Lehman, Instructor of Marketing and Sales, M.B.A., Associate Director, National Strategic Selling Institute.

Mr. Tom Clark, Executive-in-Residence, Masters of Psychology

We have additional faculty within the department and the local business community who have expressed interest in teaching Sales Related Coursework.

8. Student Profile

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.⁷ All industries need salespeople and thus any major would benefit from sales coursework; our Certificate in Professional Strategic Selling serves this group. The Major in Professional Strategic Selling, however, 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; as mentioned previously, a recent survey of current NSSI students indicated 79% were interested in earning a sales major if such a program existed today.

9. 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.

⁷ Carnevale, 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/>.

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.

10. Facilities & Equipment

The facilities and equipment required to deliver the major in Professional Strategic Selling are in place to deliver the curriculum for the Certificate in Professional Strategic Selling; hence, no new facilities or equipment will be needed to implement this new major.

11. Program Review, Assessment, & 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. The College of Business Administration is accredited by the AACSB International, and this program will fall under that accreditation process.

Assessment and Student Learning Objectives for the Major in Professional Strategic Selling

Student Learning Outcome	Method for Assessment
1. Demonstrate an understanding of the customer-oriented sales process.	1. Presented and evaluated in MKTG 542 Fundamentals of Professional Selling via role plays.
2. Demonstrate an understanding of the sales coaching process and the role of effort in sales success.	2. Presented and evaluated in MKTG 560 via assignments and role plays.
3. Demonstrate the ability utilize a CRM System to manage a sales pipeline,	3. Presented and evaluated in MKTG 570 Advanced Selling through the use of Salesforce.com.
4. Demonstrate proficiency in negotiations.	4. Presented and evaluated in MKTG 550 Business Marketing via assignments.
5. Demonstrate an understanding of sales analytics and customer relationship management.	5. Presented and evaluated in MKTG 565 Customer Relationship Management (through assignments) and MKTG 560 Sales Force Leadership (through role plays).

12. Costs, 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 \$226,860.53 (faculty and administrative salaries & OOE) during the implementation year; \$226,860.53 during year 2; and \$351,360.63 during year 3. Of these amounts, \$4000 per year represents the allocation to OOE; the remainder reflects the costs of faculty and administrative salaries.

All funding sources will be due to internal reallocation and private funding, i.e., through J.J. Vanier Distinguished Chair in Business Administration (held by Dawn Deeter) and funds raised by the National Strategic Selling Institute. Faculty salaries are paid by a combination of general use funds and private funding sources, as described in the previous sentence. 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.

Table 1
University Sales Programs in the U.S. Meeting University Sales Center Alliance
Standards for Excellence in Sales Education

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

Source: University Sales Center Alliance, as of January 24, 2017, www.universitysalescenteralliance.org

Table 2
18 Universities Offering Sales Majors in the U.S.

State	Universities
Alabama	University of North Alabama
Florida	Florida State University
Georgia	Kennesaw State University
Illinois	Illinois State University
Indiana	Ball State University
	Indiana University
	Purdue 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
	University of Toledo
Oklahoma	University of Central Oklahoma
Texas	Baylor University
Utah	Weber State University

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.

Table 3
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		% distribution				
	2014	2024	2014	2024	Number	%	
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							

Table 4
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							

**Table 5
High Demand Occupations, Kansas, 2015**

High Demand Occupations – Sales Roles – Kansas – 2015						
SOC Title	JVS¹	ST²	LT³	Total Score	Rank out of 439	Median Annual Wage⁴
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 off of the 2015 Kansas Job Vacancy Survey.

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

3. Long-term Projection Score is based off of 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 6
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
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Table 7
National Strategic Selling Institute Corporate Partners: Companies Investing in and Recruiting K-State Sales Students

Partner Level	Annual Investment	Corporate Partner
Strategic Partner	\$15,000	Ninja Selling Huhtamaki North America, Inc.
Partner	\$10,000	Edward Jones Ferguson Frito Lay Northwestern Mutual Schlumberger Security Benefit Textron Aviation
Associate Partner	\$5,000	C.H. Robinson Consolidated Electrical Distributors, Inc. Ethos Group Fastenal Hormel Foods Shamrock Trading Union Pacific

Table 8
Success of Kansas State University NSSI Students in National 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
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	Schlumberger Team Sales Competition	Nick Ramsey and Ashley Ebeck, 1 st place team

New Degree Request – Kansas State University

<u>Criteria</u>	<u>Program Summary Form</u>
1. Program Identification	<p>Bachelor of Science in Business Administration with a Major in Professional Strategic Selling CIP Code: 52.1804 Anticipated Effective Date: Fall 2018</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	<p>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 technology, and 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.</p> <p>Approval is requested for Fall 2018; 2018-2019 will be the first year of implementation.</p>
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). Demand for the Certificate in Professional Strategic Selling, introduced in 2012, has been astronomical, with a 770% growth in student demand since inception and a 100% placement rate for students earning the certificate. A survey of current students enrolled in the Certificate in Professional Strategic Selling Program indicated 79% 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 2014-2024.⁸ Further, companies are expected to lose 40% of senior sales talent by 2016, according to the U.S. Department of Labor,⁹ 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 2013.¹⁰ Businesses will need well-prepared sales talent to fill these positions.</p>

⁸ Source: Employment Projections program, U.S. Bureau of Labor Statistics

⁹ 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>.

¹⁰ 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/>.

<p>5. Comparative /Locational Advantage</p>	<p>The National Strategic Selling Institute (NSSI) at Kansas State University has established itself quickly as a nationally-ranked top sales program, as evidenced by the caliber of national organizations recruiting our students. The NSSI is the only sales program in Kansas to meet the standards for sales excellence set by the University Sales Center Alliance, and Kansas State been recognized as a top university for sales by the Sales Education Foundation for each of the past six years. Further, no university in Kansas offers a sales major, and only 18 universities offer a sales major across the U.S. A sales major would further identify K-State as one of the leading universities in sales education.</p>
<p>6. Curriculum</p>	<p>This 126-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) 12 hours of unrestricted electives.</p>
<p>7. Faculty Profile</p>	<p>The faculty required to teach the Major in Professional Strategic Selling are currently on staff. The three tenure-track faculty members who have doctoral degrees relevant to sales and maintain active research programs in the discipline include:</p> <ul style="list-style-type: none"> • Dr. Dawn Deeter-Schmelz, Ph.D., Professor and J.J. Vanier Distinguished Professor of Relational Selling and Marketing; lead faculty member and Director, National Strategic Selling Institute. Dr. Deeter 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. 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. • 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. <p>We also have an excellent instructor, Mr. David Lehman, M.B.A., who serves as Associate Director of the National Strategic Selling Institute. Mr. Lehman has been teaching sales classes for over twenty years, and came to K-State after a successful career in sales with Dow Chemical and UMB Bank. We are also utilizing an Executive-in-Residence with extensive sales experience. Other faculty within the department have expressed interest in teaching sales coursework as the need arises.</p>

8. Student Profile	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. ¹¹ All industries need salespeople and thus any major would benefit from sales coursework; our Certificate in Professional Strategic Selling serves this group. The Major in Professional Strategic Selling, however, 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; as mentioned previously, a recent survey of current NSSI students indicated 79% were interested in earning a sales major if such a program existed today.
9. Academic Support	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.
10. Facilities and Equipment	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.
11. Program Review, Assessment, Accreditation	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.
12. Costs, Financing	Faculty and administrative salaries for the implementation year are \$222,860.53, with operational costs of \$4000. 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. No additional (new) costs are anticipated for this program, as resources are in place currently.

¹¹ Carnevale, 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/>.

**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 Name & Number	Credit Hours
Core Courses	MKTG 542 Fundamentals of Professional Selling	3
	MKTG 550 Business Marketing	3
	MKTG 560 Sales Force LeadershipSales Force Leadership	3
	MKTG 565 Customer Relationship Management	3
	MKTG 570 Advanced Selling	3
	MKTG 499 Sales Experiential Learning Sales Experiential Learning	3
	Total Hours Core Courses	18
Electives	<i>Choose two (2) from the following list:</i>	
	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
	Total Hours Electives	6
Research	n/a	
Practica	n/a	

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 SCH taken by all students in program	720		1200		1800	
Part II. Program Cost Projection						
A. In <u>implementation</u> 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.						
	Implementation Year		Year 2		Year 3	
<u>Base Budget</u> Faculty/Admin. Salaries	\$222,860.53		\$222,860.53		\$351,360.63	
OOE	\$4000.00		\$4000.00		\$4000.00	
Total	\$226,860.53		\$226,860.53		\$356,360.63	

Salary Breakdown^a

Faculty	Salary (A)	Teaching % Year 1 (B)	Teaching Salary Year 1 (A*B)	Teaching % Year 2 (B)	Teaching Salary Year 2 (A*B)	Teaching % Year 3 (C)	Teaching Salary Year 3 (A*C)
Dawn Deeter ^b	\$189,634.78	25%	\$47,408.70	25%	\$47,408.70	50%	\$94,817.39
Doug Walker ^b	\$129,000.00	25%	\$32,250.00	25%	\$32,250.00	50%	\$64,500.00
Edward Nowlin ^b	\$135,000.00	25%	\$33,750.00	25%	\$33,750.00	50%	\$67,500.00
David Lehman ^c	\$72,491.16	12.5%	\$9,061.40	25%	\$9,061.40	50%	\$18,122.79
Tom Clark ^d	\$12,000.00	50%	\$6,000.00	50%	\$6,000.00	100%	\$12,000.00
Teaching Sub-total			\$128,470.10		\$128,470.10		\$256,940.20
		Admin. % (D)	Admin. Salary Year 1 (A*D)	Admin. % (D)	Admin. Salary Year 1 (A*D)	Admin. % (D)	Admin. Salary Year 1 (A*D)
Dawn Deeter-Director	\$189,634.78	30%	\$56,890.43	30%	\$56,890.43	30%	\$56,890.43
David Lehman-Associate Director	\$72,491.16	20.7%	\$15,000.00	20.7%	\$15,000.00	20.7%	\$15,000.00
Kellie Jackson-Program Associate (Admin)	\$45,000.00	50%	\$22,500.00	50%	\$22,500.00	50%	\$22,500.00
Admin.							

Sub-Total			\$94,390.43		\$94,390.43		\$94,390.43
Total Salary			\$222,860.53		\$222,860.53		\$351,330.63

Notes:

^aFaculty salaries are paid from a combination of general use and private funding sources. Administrative salaries are paid from private funding sources.

^bTenure-track faculty teaching percentages based on 2/2 teaching load. For all tenure-track faculty, the salary portions for non-instructional activities such as research and service are not included.

^cDavid Lehman is Instructor of Marketing; teaching % based on 4/4 Instructor teaching load.

^dTom Clark is Executive-in-Residence; teaching % based on 2/0 Executive-in-Residence teaching load.

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 J.J. Vanier Distinguished Chair in Business Administration (held by Dawn Deeter) and funds raised by the National Strategic Selling Institute.

Revised: September, 2003

Approved: _____