IPFW
Request for a New Credit Certificate Program

Campus: __Fort Wayne________________________
Proposed Title of Certificate Program: __Professional Sales Certificate__________________
Projected Date of Implementation: ______Fall 2015________________________

TYPE OF CERTIFICATE: (check one)

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

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

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

I. Why is this certificate needed? (Rationale)

There is tremendous demand for this program in the community and in the region. The Management and Marketing department in the Doermer School of Business and the Office of Cooperative Education consistently receive numerous requests for a sales certificate program, as does the DSOB undergraduate advising office. A recent survey conducted by the Indiana Department of Workforce Development indicated that Sales ranked 4th among the top 50 jobs statewide. In northeast Indiana, the number of sales positions will increase over 10% by 2020. (https://netsolutions.dwd.in.gov/hh50/About.aspx) GI Jobs magazine put Sales Representative jobs in its Top 20 Hot Jobs for Veterans in 2014. In 2013 over 23,000 veterans lived in Allen County, IPFW’s home county.

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

BUS M301 – Introduction to Marketing (currently Introduction to Marketing Management)
BUS M490 – Professional Selling (new course, will be offered in Fall, 2015)
BUS M426 - Sales Management
BUS M405 - Consumer Behavior
BUS M312 - Retail Marketing (new course)

III. What are the admission requirements?

Admission to IPFW

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

• Effectively employ marketing processes that deliver value through well-designed marketing mix strategies that consider product, pricing, promotion, and place (distribution)—not just pushing goods and services to exchange in the marketplace.
• Appreciate the vital part that personal selling plays in the promotional mix, especially when the utility of the product is growing along with its complexity.

• Develop effective consultative or relationship selling skills to achieve win-win situations between sellers and buyers, in which sellers become consultants and problem solvers helping buyers with solutions to the challenges they face in their industries.

• Gain knowledge about consumer behavior to create the right marketing mix to more effectively reach the consumer.

• Design and implement strategies for organizing, training, and guiding the salesforce to achieve the goals of the organization.

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

In addition to course-embedded assessments (exam, assignments, projects) administered during the course work, indirect (student satisfaction with learning) and direct methods, for example, jury evaluation of the culminating project or portfolio, will be used.

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

VI. Describe student population to be served.

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

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

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

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

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

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

Because this will be a certificate program, it will not be under the purview of AACSB. Three of the five courses are already offered on a regular basis. BUS M490 Professional Selling will be offered for the first time in Fall 2015 as a hybrid course. BUS M312 - Retail Marketing (new course) will be taught by Continuing Lecturers or by professionals from the community under the supervision of DSOB faculty. The cost of this course will be covered by Division of Continuing Studies.
Although the certificate will be “housed” in the Department of Management & Marketing, it will be marketed and offered through Division of Continuing Studies like the Certificate in Small Business Management.

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

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

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