**FORM A**

**College of Business**

Revised 05/08/2009

**PROPOSAL SUMMARY AND ROUTING FORM**

Proposal Title: **MKTG 231 Course Clean-up**

Initiating Unit or Individual: **MKTG Department**
Contact Person's Name: **Laura Dix**  e-mail: dixl@ferris.edu  phone: X2426 or X2795

Date or Term of Proposal Implementation: **Spring 2012**

- [ ] Group I - A - New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- [ ] Group I - B - New minors or concentrations
- [x] Group II - A - Minor curriculum clean-up and course changes
- [ ] Group II - B - New Course
- [ ] Group III - Certificates
- [ ] Group IV - Off-Campus Programs

**Group/Individual** | **Signature** | **Date** | **Vote/Action** *
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Program Faculty | Laura Dix | 9/23/11 | 6 Support  0 Support with Concerns  0 Not Support
Department Faculty | Laura Dix | 10/10/11 | 21 Support  0 Support with Concerns  0 Not Support
Department Head | | 10/10/11 | 0 Support with Concerns  0 Not Support
College Curriculum Committee | Laura Dix | 10/25/11 | 6 Support  0 Support with Concerns  0 Not Support
Dean | | 10/10/11 | 0 Support with Concerns  0 Not Support
University Curriculum Committee | NA | | 0 Support with Concerns  0 Not Support
Senate | NA | | 0 Support with Concerns  0 Not Support
Academic Affairs | Donald Alexander | 10/10/11 | 0 Support with Concerns  0 Not Support

* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

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To be completed by Academic Affairs

President (Date Approved)  Board of Trustees (Date Approved)  President's Council (Date Approved)
1. Proposal Summary

The Marketing program and Department are proposing changing the official cap for MKTG 231 Professional Selling from 30 to 25. This request is based on the optimal maximum number of students per section consistent with (a) the course level learning outcome that every student develop and conduct an individual sales presentation (approved 2010) and (b) corresponding pedagogy and assessment strategy required across all sections of this multi-section course required for all BS Marketing majors as well as several other programs in the COB and across campus.

The required outcome is consistent with development of critical sales presentation skills generally required by graduates employed in marketing and marketing related positions. The pedagogy utilized to teach sales presentation development, evaluation, and execution requires students to assimilate sales best practices and theory; conduct product/prospect research; apply research results with sales theory and best practices to design an individual sales presentation; role play the presentation during class to experience and improve the sales presentation; and finally conduct the sales presentation during class with real-time and follow-up feedback based on self-evaluation, peer evaluation, and expert (faculty) evaluation.

Student success in mastering and demonstrating competence in this outcome demands in-class time for individual role playing, evaluation, and feedback as well as individual presentation coupled with real-time evaluation and feedback. This approach has been utilized during the past several semesters with sections of various sizes. Initially, sections were limited to 20 – but faculty responded they could handle more. Eventually, faculty determined the optimal number affording student success was found to be no more than 25.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:
   Prefix   Number   Title

b. Courses to be Deleted From FSU Catalog:
   Prefix   Number   Title

c. Existing Course(s) to be Modified:
   Prefix   Number   Title
   MKTG     231      Professional Selling

d. Addition of existing FSU courses to program
   Prefix   Number   Title
3. Summary of All Consultations

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<tr>
<th>Form Sent (B or C)</th>
<th>Date Sent</th>
<th>Responding Dept.</th>
<th>Date Received &amp; by Whom</th>
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4. Will External Accreditation be Sought? (For new programs or certificates only)

   _______ Yes   _____X____ No

   If yes, name the organization involved with accreditation for this program.

5. Program Checksheets affected by this proposal.

   While several COB programs require MKTG 231, the proposed change does not convey an impact with respect to content or scheduling (the Marketing Department has been scheduling sections subject to the proposed cap for several semesters).

   Note: The following COB program checksheets are known to require MKTG 231
   BS AIMC
   BS GRDE
   BS MKTG
   BS PTM
   BS PGM
   BS MIM
   Integrated Marketing Minor
   Marketing Sales Minor
   Special Event and Meeting Planning Minor
   B2B Certificate
   Marketing Sales Certificate
MODIFY COURSE
Course Data Entry Form

FORM F

Modify Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE
Notes:
1. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
2. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through p below): cap

b. Term Effective (6 digit code only): 201201 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.
a. Course Prefix: MKTG
   b. Number: 231
   c. Enter Contact Hours per week in boxes.
      LECture [ ] LAB [ ] INDependent Study – Check (x) [ ]
      Practicum: [ ] Seminar: [ ]

d. Course Title: Professional Selling

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.
a. Course Prefix:
   b. Number:
   c. Enter Contact Hours per week in boxes.
      LECture [ ] LAB [ ] INDependent Study – Check (x) [ ]
      Practicum: [ ] Seminar: [ ]

d. Course Title: (Limit to 30 characters/spaces.)

e. College Code: [ ] f. Department Code: [ ]

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: □ Variable □ Fixed h. Maximum Credit Hours [ ] i. Minimum Credit Hours [ ]

j. May Be Repeated for Added Credit: Check (x) [ ] Yes □ No

k. Levels: Check (x) □ Undergraduate □ Graduate □ Professional

l. Grade Method: Check (x) □ Normal Grading □ Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

n. Term(s) Offered: (See instructions for listing.) o. Max. Section Enrollment: 25

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces.

UCC Chair Signature/Date: ____________________________ __/__/____

Academic Affairs Approval Signature/Date: ____________________________ __/__/____

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
□ Basic Skill (BS) □ General Education (GE) □ Occupational Education (OC) G.E. Codes

Office of the Registrar use ONLY
Date Rec'd: _____ Date Completed: _____ Entered: SCACRSE _ SCADTL _ SCARRES _ SCAPREQ _