Program Change Request

Program Inactivation Proposal

Date Submitted: 05/04/17 2:10 pm

Viewing: CERT-CU52 : Professional Selling and Sales Management - Certificate

Last approved: 04/18/17 2:02 pm
Last edit: 05/04/17 2:10 pm

Changes proposed by: michellediaz

Catalog Pages Using this Program

Professional Selling and Sales Management - Certificate

Explain how affected parties (students, faculty, staff) will be informed of the impending closure.

All majors will be notified by email of the impending change for the 2018-2019 catalog. For faculty and staff, notification will occur at departmental meetings and by email.

Explain how students will be helped to complete their programs of study with minimal disruption or additional expense.

The courses for the certificate are always offered, since they are regular major courses. The remaining students will easily be able to register for them in any given semester. The courses are part of faculty members' regular course loads. Current students in the certificate will be able to complete the remaining requirements without disruption. Future students will not be able to since it will not be offered in their respective catalog.

Upload teach-out agreements with other institutions.

Explain how faculty and staff will be redeployed or helped to find new employment.

Not applicable as faculty and staff will remain as they are currently employed and used, with the same effort.

How many students are currently enrolled in the program? 15

Projected graduation date for the last student(s) in the program? 12/2018

Rationale for inactivation/deletion

The department now offers transcriptable tracks that match our certificates, making the certificates redundant. The faculty would prefer to use other methods besides a certificate to encourage student engagement.
Contact(s)

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michelle Diaz</td>
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</tbody>
</table>

Academic level: Undergraduate  
Effective Term: 2017-2018  
Department: Marketing  
College: Mays Business School  
Program type: Certificate  
With a certificate in: Professional Selling and Sales Management  
Catalog Program Title: Professional Selling and Sales Management - Certificate  
CIP and Fund code: 5218010016

Rationale for Proposal: The certificate is being updated to add requirements that are now captured as zero-credit-hour courses.

Program hours: 12

Is this program eligible for financial aid?: No

Certificate type: Degree-dependent  
Program delivery mode: On-campus

Catalog Program Requirements

Requirements include 12 hours of specific coursework, with a grade of 'B' or better required in each certificate course, and have a minimum cumulative GPA of 3.0 by graduation.

Course List

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Semester Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>MKTG 298</td>
<td>Marketing Internship Experience 1</td>
<td>0</td>
</tr>
<tr>
<td>MKTG 299</td>
<td>Marketing Professional Organization Involvement 2</td>
<td>0</td>
</tr>
</tbody>
</table>

Select four of the following: 12

- MKTG 335: Professional Selling
- MKTG 347: Advertising and Creative Marketing Communications
- MKTG 435: Advanced Selling
- MKTG 436: Sales Leadership (Business to Business Marketing)
- MKTG 490: Special Topics in...

1. The internship must be for a minimum of 300 hours over 15 weeks or fewer. No more than 20 percent of work can be clerical or unrelated to the development of professional skills in marketing. The internship must offer meaningful, professional-level learning in areas of sales, advertising, retailing, sports marketing, event planning, or communication. The student must comply with all company regulations, health and safety conditions, and legal requirements.

2. MKTG 299 should be registered for when there is active participation in Pi Sigma Epsilon. This is required for a minimum of 2 semesters. MKTG 299 should also be taken in the semester that the student participates in the associated student Texas A&M Collegiate Sales Competition. This competition is required. Therefore, MKTG 299 must be taken a minimum of two times to receive the certificate.

Additional information

Required Proposal Forms

Reviewer Comments:  
Mike Stephenson (mstephenson) [05/24/17 3:47 pm]: SACSCOC approval required. 
Sandra Williams (sandra-williams) [08/10/17 9:01 am]: Approved by UCC (August).

Course Reviewer:  
Mike Stephenson (mstephenson) [05/24/17 3:47 pm]: SACSCOC approval required. 
Sandra Williams (sandra-williams) [08/10/17 9:01 am]: Approved by UCC (August).