

EXECUTIVE SUMMARY  
WSU Department of Professional Sales  
Self-Study Document, Fall 2016

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The following is a summary of the self-study document, highlighting important points. For complete information, please refer to the full, self-study document itself.

**Mission Statement:**

The professional sales program prepares individuals to serve as agents or sales representatives in selling products/services to other businesses, plants, professionals, and public and private institutions. This program offers a sales emphasis tailored toward specific sales fields such as manufacturing representative, sales engineering, medical device representative and financial planner.

The sales and merchandising program is designed to prepare people for employment in selling at all levels of distribution and merchandising and middle management areas of retailing.

Students will supplement their course work with practical on-the-job training in national, regional and local business establishments. The students are also affiliated with Collegiate DECA, a national student business organization with chapters in all fifty states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. This gives students an opportunity to compete in various business simulations and be affiliated with national companies who provide employment opportunities.

These programs are specifically designed to prepare students for immediate employment. Through the use of industry advisory committee members, constantly updated course curriculum, well-trained faculty, senior project and internship industry experience and a national business organization affiliation, the graduates are ready to make an immediate industry contribution upon graduation.

## Standard B - Curriculum

### Curriculum Map!

Department/Program Learning Outcomes													
Core Courses in Department/Program	Basic Selling Techniques	Contract and Sales Negotiations	Customer Profiling	Sales Proposal Writing	Team Building Skills	Customer Service Skills	Business Math Skills	Supervision Skills	Supervised Sales Experience	Sales Presentation Skills	Interpersonal Relationship Skills	Legal Compliance Sales Ethics	Planning, Organizational Skills
PS 1143 -Fundamental Selling Techniques	M		A			A				A	A	D	D
PS 1303 - Sales Channels						A	D	D		A	A		A
PS 1401 - Intro to Sales & Service Technology			A			D					A		A
PS 1503 – Fashion Merchandising	D		D		D	A	A	D		D	A		A
PS 1890 – Work Experience I	D		D			D	D		M	D	A		A
PS 2182 – Credit & Collection Methods	D	D	D			A	D	D			A	D	A
PS 2383 - Retail Merchandising and Buying	A	D	D	A	D	A	M	A			A	D	A
PS 2443 – Advertising Methods	A		A	A	D	A	A	D		D	A	D	A
PS 2603 – Advanced Selling Techniques	M	A	A		D	A					A		A
PS 2703 – Internet Sales and Service	A	D	D	D	D	A					A		A
PS 2890 – Work Experience II	A		A			A	A		M	A	A		A
PS 3103 – Sales Personalities and Profiles	A	D	M			A				A	A	A	A
PS 3203 – Customer Service Techniques			A			M					A		A
PS 3363 – Contract and Sales Negotiations	M	M	A		D	A		A		M	A	D	A
PS 3503 – Sales Planning & Forecasting	M	A	M	M	A	A	A	A	A	M	M	A	M
PS 3563-Sales Supervision Methods	A		A		A	A		M		A	A	A	A

Core Courses in Department/Program	Basic Selling Techniques	Contract and Sales Negotiations	Customer Profiling	Sales Proposal Writing	Team Building Skills	Customer Service Skills	Business Math Skills	Supervision Skills	Supervised Sales Experience	Sales Presentation Skills	Interpersonal Relationship Skills	Legal Compliance/Sales Ethics	Planning, Organizational Skills
PS 3702 – Developing Team Leadership Skills	A	A	A		M	A		A		A	A		A
PS 3803 – Sales Proposals	A	A	A	M	A	A	A	A		A	A	A	A
PS 3903 – Sales Presentation Strategies	M	A	A			A	A			M	M		M
PS 4203 – Ethical Sales and Service			M		A	M		A			M	M	M
PS 4610 – Senior Project I	M	M	M	M	M	M	M	M	M	M	M	M	M
PS 4620 – Senior Project II	M	M	M	M	M	M	M	M	M	M	M	M	M
PS 4920 - Workshop	A	A	A	A	A	A	A	A	A	A	A	A	A
PS 4993 – Sales Career Seminar	M	M	M	M	M	M	M	M	M	M	M	M	M

*Note<sup>a</sup>*: Define words, letters or symbols used and their interpretation; i.e. 1= introduced, 2 = emphasized, 3 = mastered or I = Introduced, E = Emphasized, U = Utilized, A = Assessed comprehensively; these are examples, departmental choice of letters/numbers may differ

*Note<sup>b</sup>*: Rows and columns may be transposed as required to meet the needs of each individual department

## Standard C - Student Learning Outcomes and Assessment

### Measurable Learning Outcomes

Competencies:

#1	Basic eight selling techniques	#8	Basic supervision skills
#2	Contract and sales negotiations	#9	Supervised sales experience
#3	Customer profiling	#10	Sales presentation skills
#4	Sales proposal writing	#11	Interpersonal relationship skills
#5	Team building skills	#12	Sales Ethics
#6	Customer service skills	#13	Sales technology skills
#7	Business math skills	#14	Planning, organizational skills

### Assessment

We assess our courses and that they are meeting the learning outcomes on the following four year cycle. This was done based on our last five year review. The results of the last four years are presented in Appendix G.

<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>
PS 1143	PS 2182	PS 3103	PS 4203
PS 1303	PS 2383	PS 3203	PS 4610
PS 1401	PS 2443	PS 3363	PS 4620
PS 1503	PS 2603	PS 3403	PS 4830
PS 1890	PS 2703	PS 3503	PS 4993
	PS 2890	PS 3563	
	PS 2991	PS 3702	
		PS 3803	
		PS 3903	

## **Standard D - Academic Advising**

### Advising Strategy and Process

We have completely changed our academic advising process from a decentralized to a centralized approach. We used to have a faculty member with a 12 month contract to do all the summer advising and then during the school year split the students up between the faculty members. The problem with this approach was that the autonomy that was built in the summer was lost during the year with ever changing advisers. We have changed this and given one faculty member with a 12 month contract all of the advising responsibilities and reduced that faculty member course load by 6 credits. All faculty members are still assigned to mentor students in the career process and help students whenever needed.

### Effectiveness of Advising

We have had unanimous feedback that students like having the same adviser regardless of time of the year. We are also services more student and seen an increase in our enrollments. Our adviser regularly meets with 10 or more students a day.

### Past Changes and Future Recommendations

With the changes mentioned above we have feel that our overall advising process has been vastly improved. When our current adviser/faculty member retires we will replace that position with a full time adviser with a small teaching load to ensure that students are getting the advisement they need to succeed in our program.

## Standard E - Faculty

### Faculty Demographic Information

Name	Rank	Advanced Degree	Years at Weber State
Tim Border	Associate Professor	MS/ Utah State University	7
Velton Casler	Full Professor	MBA/ Franklin Pierce University	15
Desiree Cooper-Larsen	Full Professor	MS/ Utah State University	33
Steven Eichmeier	Full Professor	EdD/ Brigham Young University	48
Carl Grunander	Full Professor	MS/ Utah State University	39
Jo Ellen Jonsson	Associate Professor	MED/ Utah State University	13
Blake Nielson	Assistant Professor	PhD/ Jackson State University	3

## **Standard F – Program Support**

Support Staff, Administration, Facilities, Equipment, and Library

### Adequacy of Staff

We have a departmental secretary who has taken on added responsibilities beyond her job description. She works hard with student registrations, course offerings, some limited advisement and is the ambassador for those who call for information regarding the program or who visit the office to inquire about the program or receive additional help and information. Of course, a raise would be a great help because of the efforts that she puts forth and we are going to audit her position to try to get it to the next level. She is also very good at coordinating the faculty and their individual needs. She makes the office run smoothly and efficiently.

She has a part time student aid who works up to 20 hours per week that we are currently hiring to replace our last one that took a full time position in industry.

The secretary is required to go to regular training. Sometimes the training is not always applicable to individual needs. She is able to attend other training of her choice to enhance her job. She is given the time to attend without repercussion.

### Adequacy of Administrative Support

The dean is very supportive of our program. We also have a great sales center director that helps raise money and raise the visibility of our program. Since our last review we have also developed a working relationship with continuing education. They have been essential in the execution of our sales program. In addition, we have done other advertising projects with them to help raise awareness to our program.

### Adequacy of Facilities and Equipment

The centralized office complex helps the faculty/staff maintain a better sense of community. All services are central and accessible. Each faculty has a personal computer with the necessary software and access to university functions. The classrooms have overhead projection units to facilitate electronic learning and practice. The computer labs have adequate software applicable to our program and are accessible to our students. The office furniture has been updated and the reception area with new paint and fixtures is inviting and professional. Video equipment is available in each classroom.

We have recently updated one of our classrooms and made it into a computer lab. We received a 60k donation to update the technology so we improved the seating, network and added a laptop cart for students to use a laptop.

The one issue we have had is we lost a room due to a building being demolished and had to move into a modular. We have had obstacles; however, it is an adequate space until other space becomes available.

#### Adequacy of Library Resources

The library collection, staff and support services meet the needs of our program. We have ready access to the electronic technology, periodicals, publications and video sources that we need. The staff is knowledgeable and willing to help in any way. Support services support us by housing materials that the students use to complete assigned projects and they are readily available. We have had Ed Hahn from the library come and present to our students each semester so that our students know the resources that are available.



## **Standard G - Relationships with External Communities**

### Description of Role in External Communities

We have cultivated a relationship with local businesses who are interested in hiring our graduates. Many provide scholarships, interview our graduates as potential hires, speak in our courses and provide funding to support projects and faculty. We currently have over 60 companies that come to campus each semester to recruit the students in our program. In addition, the following companies donate yearly to our program: Pluralsight, England Logistics, Marketstar, Answer Financial, Vivint, Spring Mobile, Fastenal, Wyndham, DishOne, Sprint, Ken Blanchard, Miller Sports Group, Salt Lake Bees, Buckner Group, Ernest Packaging Solution, Northwestern Mutual and Workday. These donations range from 3K to 30K per year. We have had an ongoing relationship with Marketstar and England Logistics since its inception and have participated with them in training and fund raising. We continue to develop more relationships with other local, national and international companies.

Appendix A: Student and Faculty Statistical Summary

Professional Sales	2011-12	2012-13	2013-14	2014-15	2015-16
<b>Student Credit Hours Total <sup>1</sup></b>	<b>15,178</b>	<b>14,388</b>	<b>15,780</b>	<b>18,084</b>	<b>16,136</b>
Professional Sales	13,487	12,917	13,806	15,924	13,797
Interior Design	1,691	1,471	1,974	2,160	2,339
<b>Student FTE Total <sup>2</sup></b>	<b>505.93</b>	<b>479.60</b>	<b>526.00</b>	<b>602.80</b>	<b>537.87</b>
<b>Student Majors <sup>3</sup> (PS only)</b>	407	376	369	471	459
<b>Program Graduates <sup>4</sup> (PS only)</b>					
Associate Degree	1	5	2	3	3
Bachelor Degree	145	110	103	124	134
<b>Student Demographic Profile <sup>5</sup></b>					
Female	90	96	83	112	100
Male	317	280	286	359	359
<b>Faculty FTE Total <sup>6</sup></b>	<b>19.85</b>	<b>21.47</b>	<b>21.91</b>	<b>23.08</b>	n/a
Adjunct FTE	12.74	12.39	13.13	14.4	n/a
Contract FTE	7.11	9.08	8.78	8.68	n/a
<b>Student/Faculty Ratio <sup>7</sup></b>	<b>25.49</b>	<b>22.34</b>	<b>24.01</b>	<b>26.12</b>	n/a

**Results of Previous Program Reviews:**

**Standard H – Program Summary**  
Results of Previous Program Reviews

Problem Identified	Action Taken	Progress
Issue 1: Seek additional funding from private industry	Previous 5 Year Program Review: 2011	We received a 3.5 million dollar donation and have created ongoing revenue streams that produce over 100k annually through donations.
	Year 1 Action Taken: Raised Money	
	Year 2 Action Taken: Raised Money	
	Year 3 Action Taken: Raised Money	
	Year 4 Action taken: Raised Money	
Issue 2: Continue to work on student outcomes, etc. to better assess the courses and overall program	Previous 5 Year Program Review: 2011	We now assess our student outcomes for each class on a 4 year cycle.
	Year 1 Action Taken: 100 Level Classes	
	Year 2 Action Taken: 200 Level Classes	
	Year 3 Action Taken: 300 Level Classes	
	Year 4 Action taken: 400 Level Classes	
Issue 3: Continue to emphasize sales and merchandising degree for entry into the technical sales program	Previous 5 Year Program Review: 2011	Although we have tried to encourage students to do associates degrees, our results indicate we still need to do a better job. We are considering making it required.
	Year 1 Action Taken: NA	
	Year 2 Action Taken: NA	
	Year 3 Action Taken: NA	
	Year 4 Action taken: NA	
Issue 4 Continued refinement of advisement program	Previous 5 Year Program Review: 2011	We have changed to one adviser and an online booking tool which has seemed to increase our customer service in advising.
	Year 1 Action Taken: Team Approach	
	Year 2 Action Taken: Team Approach	
	Year 3 Action Taken: Team Approach	
	Year 4 Action taken: Changed to 1 Adviser	

**Information Regarding Current Review Team Members:**

Ed Walker- Professor of Chemistry: Weber State University

Jennifer Warnas- Faculty and Professional Sales/Business Leadership Program Director: LDSBC