

#### University Council Athens, Georgia 30602

#### March 13, 2008

UNIVERSITY CURRICULUM COMMITTEE - 2007-2008 Mr. David E. Shipley, Chair Agricultural and Environmental Sciences - Dr. Timothy L. Foutz Arts and Sciences - Dr. Charles L. Platter (Arts) Dr. Rodney Mauricio (Sciences) Business - Dr. Stephen P. Baginski Ecology - Dr. James Porter Education - Dr. Todd D. Dinkelman Environment and Design - Mr. Scott S. Weinberg Family and Consumer Sciences - Dr. Jan M. Hathcote Forestry and Natural Resources - Dr. Ron H. Hendrick Journalism and Mass Communication - Dr. Wendy A. Macias Law-Pharmacy - Dr. Keith N. Herist Public and International Affairs - Dr. Jeffrey D. Berejikian Public Health - Dr. Phaedra S. Corso Social Work - Dr. Patricia M. Reeves Veterinary Medicine - Dr. Paige Carmichael Graduate School - Dr. Malcolm R. Adams Undergraduate Student Representative - Ms. Amrita Veliyath Graduate Student Representative - Mr. Chris Johnson

Dear Colleagues:

The attached proposal for an Area of Emphasis in Professional Selling under the major in Marketing (B.B.A.) will be an agenda item for the March 21, 2007, Full University Curriculum Committee meeting.

Quid Shipk Sincerely,

Mr. David E. Shipley, Chair University Curriculum Committee

cc: Dr. Arnett C. Mace, Jr. Professor Jere W. Morehead

Executive Committee, Benefits Committee, Committee on Facilities, Committee on Intercollegiate Athletics, Committee on Statutes, Bylaws, and Committees, Committee on Student Affairs, Curriculum Committee, Educational Affairs Committee, Faculty Admissions Committee,

Faculty Affairs Committee, Faculty Grievance Committee, Faculty Post-Tenure Review Appcals Committee,

Faculty/ Staff Parking Appeals Committee, Strategic Planning Committee, University Libraries Committee, University Promotion and Tenure Appeals Committee An Equal Opportunity/Affirmative Action Institution



Terry College of Business Department of Marketing and Distribution

January 11, 2008

UGA Curriculum Systems

The Department of Marketing and Distribution proposes the inclusion of an Area of Emphasis in Professional Selling be added to the marketing major. This is a strengthening of our current sales sequence of two courses: MARK 4210 and MARK 4220. The requirements for the area of emphasis include the following:

- Completion of MARK 4210 (Professional Selling and CRM) with a grade of a B or better.
- Completion of MARK 4220 (Sales Force Strategy and Mgt) with a grade of a B or better.
- Completion of MARK 4500 (Services Marketing) with a grade of a C or better.
- Completion of MARK 4800 (Marketing Internship) with an approved professional selling position and a grade of S.
- Participation in the Terry Professional Selling Competition.
- Participation in the sales mentoring program.

The purpose of this area of emphasis is to allow students to specialize in the professional selling area of marketing and to distinguish those students who excel in that area. For that reason, we are requiring a grade of B or better in the two professional selling courses. All of the courses in the area of emphasis are already offered on a regular basis by the department. The Marketing Department has worked with the Marketing Department Executive Advisory Board to ensure that approved internships and mentors will be available to students who complete the other requirements.

Richard J. Fox

Richard J. Fox Interim Department Head

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# **PROPOSAL FOR AREA OF EMPHASIS**

School/College: Department: Major:	Terry College of Business Marketing and Distribution Marketing			
<b>Major Requirements:</b> Major Required (3 classes):	MARK 4000 MARK 4100 MARK 4900			
Major Related (4 classes):	Choose three or four classes from the following. The combination of MARK 4210 and MARK 4220 constitutes a sales sequence.			
	ADPR 3110 MARK 4220 MARK 4500 MARK 4800	ADPR 5740 MARK 4300 MARK 4600 MARK 5000	MARK 4210 MARK 4400 MARK 4700	
	course from the ap Advisor's Office)	If only 3 courses from above (Major Related) were chosen, you must choose one course from the approved major-related (available in the Marketing Department Advisor's Office) which includes upper division courses from ACCT, ECON, FINA, MGMT, REAL, RMIN.		
Area of Emphasis Title:	Area of Emphasis	Area of Emphasis in Professional Selling		
Proposed Starting Date:	June 1, 2008			

# Area of Emphasis Description:

This area of emphasis combines 12 credit hours (all currently offered within the department) with additional required activities.

- Completion of MARK 4210 (Professional Selling and CRM) with a grade of a B or better.
- Completion of MARK 4220 (Sales Force Strategy and Mgt) with a grade of a B or better. •
- Completion of MARK 4500 (Services Marketing) with a grade of a C or better. •
- Completion of MARK 4800 (Marketing Internship) with an approved professional selling position and a grade of S. •
- Participation in the Terry Professional Selling Competition •
- Participation in the sales mentoring program. •

The department has worked closely with firms involved in the Marketing Department Executive Advisory Board to ensure that an adequate number of internships and mentoring slots will be available for students in the area of emphasis.

# Signatures:

Richard J. Fox
Department Head
Amp Mmme
College Curriculum Committee Chair
AD -
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Marketing and Distribution 1/11/08 Department Date TEVY College Date

 TERRY

 College

1-28-2008 Date

University Curriculum Committee Chair

Date

### Semester Core Curriculum Hours

Areas A-E:

42

18

### Required courses in Area A: ENGL 1101, ENGL 1102, and MATH 1101

Area B: Electives

*Preferred courses in Area C*: SPCM 1100 or SPCM 1500 (take under general electives if not taken in Area C)

*Preferred courses in Area D*: MATH 1113 or (MATH 2200 or MATH 2250) (take under general electives if not taken in Area D)

*Preferred courses in Area E*: ECON 2100 or ECON 2200 (take under general electives if not taken in Area E)

Area F: ACCT 2101 ACCT 2102 ECON 2105 ECON 2106 LEGL 2700 MIST 2090

# **Entrance Requirements:**

Completion of Core Areas A-E and Area F, 60 hours earned, good academic standing (2.0 cumulative UGA G.P.A.), and overall grade point average of 2.6 required to apply. There is no guarantee of acceptance to any major in the Terry College of Business. Applicants are evaluated on the High-Demand - Selection Criteria listed below. Students may apply if they are enrolled in course work that fulfills these outstanding requirements. Acceptance in the major is contingent on satisfactory completion of in-progress work.

### High-Demand Major - Selection Criteria

• Terry MAPP -- Multiple choice examination that measures academic achievement during the first two years of college programs.

- Grades in English courses (level of course will be considered)
- Grades in Math courses (level of course will be considered)

• Statement of Purpose in Marketing - - A brief essay [300-400 words] in which applicant describes his/her interest in the major and his/her future goals.

# **Major Requirements**

<u>Required Courses</u>: Upper Division Business Core (12 hours) FINA 3000 MARK 3000

MGMT 3000 MSIT 3000 or STAT 3000

### Marketing Major Required (9 hours)

MARK 4000 (Prerequisites: MARK 3000 and MSIT 3000 or STAT 3000) MARK 4100 (Prerequisite: MARK 3000) MARK 4900 (Prerequisite: MARK 4000 and MARK 4100)

#### Choose from Major Related Courses or Professional Selling Area of Emphasis

#### Marketing Major Related Courses (12 hours)

Prerequisite: MARK 3000 Choose three or four courses from the following: (The combination of MARK 4220 and MARK 4210 constitutes a sales sequence) MARK 4220 MARK 4220 MARK 4210 MARK 4210 MARK 4300 MARK 4300 MARK 4400 MARK 4500 MARK 4500 MARK 4600

If only 3 courses from above (Major Related) were chosen, you must choose one course from the approved major-related list (available in the Marketing Department Advisor's Office) which includes upper division courses from ACCT, ECON, FINA, MGMT, REAL, RMIN

#### **Professional Selling Area of Emphasis (12 hours)**

MARK 4210 (grade of a B or better required) MARK 4220 (grade of a B or better required) MARK 4500 (grade of C or better required) MARK 4800 (an approved professional selling position and a grade of S) Participation in Terry Professional Selling Competition Participation in the sale mentoring program

120

### **General Electives (12 hours)**

Four (3-hour) courses required: Choose from 4000-level or above business courses outside the major and/or 3000-level or above courses outside Terry. Two courses from the student's major department (maximum 6 hours) my be used with permission of the major advisor.

### Arts and Sciences Electives (15 hours)

Five courses in Arts and Sciences (lower and upper division)

Total hours required