

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

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| SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/> Contact Name: DENNIS PITTA Phone: X4891 |
| DEPARTMENT / DIVISION: MARKETING @ ENTREPRENEURSHIP |
| SHORT DESCRIPTION OF PROPOSAL (State Document N action item from Box 3 below and program name OR course name, code, & number as applicable): |
| 8. REACTIVATED COURSE: MKTG 430 PERSONAL SELLING (3) BSBA |
| PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2010 |

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|--|
| Box 1: TYPE OF ACTION ADD(NEW) <input type="checkbox"/> DEACTIVATE <input type="checkbox"/> MODIFY <input type="checkbox"/> OTHER <input checked="" type="checkbox"/> |
| Box 2: LEVEL OF ACTION Non-Credit <input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate <input type="checkbox"/> OTHER <input type="checkbox"/> |

| Box 3: ACTION ITEM (check appropriate boxes) | | DOCUMENTS REQUIRED (see box 4 below) | IMPACT REVIEWS (see box 5 on back) | APPROVAL SEQUENCE (see box 6 on back) |
|--|--|--|--|---|
| | 1. Experimental Course ¹ | N, O, P | a, c, e | AC |
| | 2. Course Title | N, O | | ABCD |
| | 3. Course Credits | N, O, (P) | | ABCD |
| | 4. Course Number | N, O | | ABCD |
| | 5. Course Level | N, O | | ABCD |
| | 6. Pre & Co-Requisite | N, O | | ABCD |
| | 7. Course Description | N, O, P | | ABCDEF |
| <input checked="" type="checkbox"/> | 8. New Course | N, O, P | | ABCDEF |
| | 9. Deactivate a Course | N, O | | ABCDEF |
| | 10. Program Requirements | N, O | (b, c, d, e) | ABCDEF |
| | 11a. UG Specialization (24 credits or less) | N, O | a, b, c, d, e | ABCDEF |
| | 11b. Masters Specialization (12 credits or less) | N, O | a, b, c, d, e | ABCDEF |
| | 11c. Doctoral Specialization (18 credits or less) | N, O | a, b, e | ABCDEF |
| | 12. Minor (add or delete) | N, O | a, b, c, d, e | ABCDEF |
| | 13. Closed Site Program | N, O | e | ABCDHIK |
| | 14. Program Suspension | N, O, S | a, e | ABCDEFGIK |
| | 15. Program Reactivation | N, O | | |
| | 16a. Certificate Program (ug/g) exclusively within existing degree program | N, O | a, c, e | ABCDEFHIK |
| | 16b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits) | N, O, Q, R, S | a, c, e | ABCDEFHJL |
| | 17. Off-Campus Delivery of Existing Program | N, O, S | a, b, c, e | ABCDHIL |
| | 18a. UG Concentration (exceeds 24 credit hrs) | N, O, S | a, c, d, e | ABCDEFHJL |
| | 18b. Masters Concentration (exceeds 12 credit hrs) | N, O, S | a, c, d, e | ABCDEFHJL |
| | 18c. Doctoral Concentration (exceeds 18 credit hrs) | N, O, S | a, c, d, e | ABCDEFHJL |
| | 19. Program Title Change | N, O, S | a, c, d, e | ABCDEFHJL |
| | 20. Program Termination ² | N, O, S | d, e | ABCDEFHJK |
| | 21. New Degree Program ³ | N, O, Q, R, S | a, c, d, e | ABCDEFHJL |
| | 22. Other | Varies | Varies | Varies |

| Box 4: DOCUMENTATION (check boxes of documents included) | | | | | |
|---|-------------------------------|--------------------------|---|--------------------------|----------|
| <input checked="" type="checkbox"/> | N. This Cover Sheet | <input type="checkbox"/> | Q. Full 5-page MHEC Proposal | <input type="checkbox"/> | T. Other |
| <input checked="" type="checkbox"/> | O. Summary Proposal | <input type="checkbox"/> | R. Financial Tables (MHEC) | <input type="checkbox"/> | |
| <input checked="" type="checkbox"/> | P. Course Definition Document | <input type="checkbox"/> | S. Other documents as may be required by MHEC/ USM. See http://www.ubalt.edu/downloads/program_approval_Grid_8-3-09.docx | <input type="checkbox"/> | |

¹ Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.

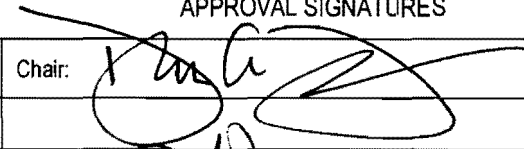
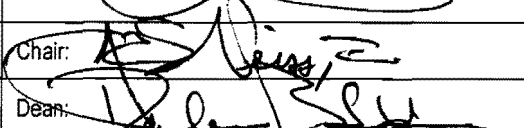
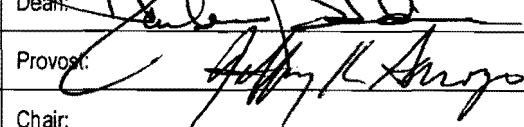
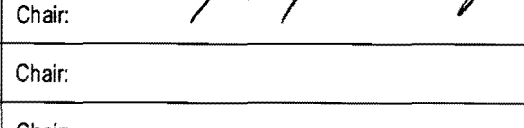
² See USM Policy on the Review and Abolition of Academic Programs (<http://www.usmd.edu/regents/bylaws/SectionIII/III702.html>) for list of information that must be provided for this action.

³ Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

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| SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/> Contact Name: DENNIS PITTA Phone: X4891 |
| DEPARTMENT / DIVISION: MARKETING @ ENTREPRENEURSHIP |
| SHORT DESCRIPTION OF PROPOSAL (State Document N action item from Box 3 and program name OR course name, code, & number as applicable): |
| 8. REACTIVATED COURSE: MKTG 430 PERSONAL SELLING (3) BSBA |
| PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2010 |

| Box 5: IMPACT REVIEW | SIGNATURES (see procedures for authorized signers) | DATE |
|--|---|-------------|
| a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Director or designee: | |
| b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | CIO or designee: | |
| c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Director or designee: | |
| d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Director or designee: | |
| e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Registrar or designee: | |

| Box 6: APPROVAL SEQUENCE | APPROVAL SIGNATURES | DATE |
|---|---|-------------|
| A. Department / Division | Chair:  | 2/4/10 |
| B. General Education (as required for #7, #8) | | |
| C. Final faculty review body within each School | Chair:  | 2/4/10 |
| D. College Dean | Dean:  | 2/4/10 |
| E. Provost and Senior Vice President for Academic Affairs | Provost:  | 3/8/10 |
| F. Curriculum Review Committee (UFS subcommittee) | Chair: | |
| G. University Faculty Senate (UFS option) | Chair: | |
| H. University Council ⁴ | Chair: | |
| I. President | President: | |
| J. Board of Regents – notification only | | |
| K. Board of Regents – approval | | |
| L. MHEC – notification only | | |
| M. MHEC – approval | | |
| N. Middle States Association notification | Required only if the mission of the University is changed by the action | |

⁴ University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

UNIVERSITY OF BALTIMORE

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

| | | |
|--|-----------------------------------|---------------------|
| SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/> | Contact Name: Dennis Pitta | Phone: X4891 |
| DEPARTMENT / DIVISION: MARKETING and ENTREPRENEURSHIP | | |
| SHORT DESCRIPTION OF PROPOSAL (State Document N, Box 3, action item and program name OR course name, code, & number as applicable): | | |
| 8. REACTIVATED COURSE: MKTG 430 PERSONAL SELLING (3) BSBA | | |
| PROPOSED SEMESTER OF IMPLEMENTATION: Fall, 2010 | | |

| | | |
|---|--|-------------------|
| O-1: Briefly describe what is being requested: | | |
| <p>Reactivation of Personal Selling course to serve Marketing specialization and undergraduate business programs:</p> <p>MKTG 430 Personal Selling (3) Presents the sales principles and skills required by today's professional salesperson, with emphasis on both the business-to-consumer and business-to-business selling environments. Examines current approaches to a variety of selling challenges including prospecting, the selling process, closing the sale and post sale follow up. Presents the principles underlying the sales process and the practical application of these principles to selling situations. Studies the role of selling in the total marketing process.</p> | | |
| For new courses or changes in existing courses (needed by Registrar) | | |
| OLD Title: | Course # / HEGIS Code: | Credits: |
| NEW Title: Personal Selling | Course # / HEGIS Code: MKTG 430 | Credits: 3 |

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|--|
| O-2: Set forth the rationale for the proposal: |
| <p>Currently offered as special topics course with excellent enrollment. Would like to reactivate to include as a part of regularly offered marketing courses. Will also serve as requirement in the BS in Real Estate & Economic Development.</p> |

University of Baltimore

DOCUMENT P: Required Format for Course Definition Document

See Course and Program Development Policy and Procedures for Instructions

Include items one through 17 or 18 in your course definition using as much space as needed.

1. Date Prepared: December 1, 2009
2. Prepared by: Dennis Pitta
3. Department/Division: Marketing and Entrepreneurship
4. Course Number(s), including HEGIS code(s): MKTG 430
5. Course Title: Personal Selling
6. Credit Hours: 3
7. Catalog Description: Presents the sales principles and skills required by today's professional salesperson, with emphasis on both the business-to-consumer and business-to-business selling environments. Examines current approaches to a variety of selling challenges including prospecting, the selling process, closing the sale and post sale follow up. Presents the principles underlying the sales process and the practical application of these principles to selling situations. Studies the role of selling in the total marketing process.
8. Prerequisites: None
9. Course Purpose: Elective
10. General Education area: NA
11. Course Type / Component: Lecture
12. Faculty qualified to teach the course: Marketing/Entrepreneurship faculty
13. Content Outline:
 - Introduction, Syllabus, Expectations, Complete Student Profile.
 - The Life, Times, and Career of the Professional Salesperson.
 - Ethical First...Then Customer Relationships.
 - The Psychology of Selling: Why People Buy.
 - Communication for Relationship Building.
 - What's Your Style – Sensor, Intuitor, Thinker, Feeler?
 - Sales Knowledge: Customers, Products, Technologies.
 - Prospecting - the Lifeblood of Selling.
 - Planning the Sales Call.
 - Sales Presentation Methods.

- Presentation Strategy.
- Elements of a Great Sales Presentation.
- Introduce Written Sales Proposal Format.
- Welcome Your Prospect's Objections.
- Closing Begins the Relationship.
- Service and Follow-Up for Customer Retention.
- Time, Territory and Self-Management: Keys to Success
- Sales Presentations

14. Learning Objectives

Upon completion of the course students will be able to:

- Discuss the principles and process of selling (transactional and relational selling)
- Define and discuss each component of the selling process
- Develop a marketing plan and business proposal by way of several individual and team assignments.
- Practice each step of the selling process through role-play exercises (in and out of class).

15. Assessment Strategies: The course will be primarily lecture with in class activities. Grading will be based on exams, role play exercises and in class participation.

16. Suggested Text(s) and Materials: ABC'S OF RELATIONSHIP SELLING THROUGH SERVICE, 10/E, Futrell, McGraw-Hill / Irwin, 2009. ISBN 978-0-07-338099-5

17. Suggested class size: 35

18. Lab Fees (when applicable): NA

Effective Date: September 11, 2006, Revised 2/4/09
Reviewed by: University Faculty Senate