

# WINONA STATE UNIVERSITY NOTIFICATIONS

Department Marketing

Date 01/27/14

If the proposed curricular change involves existing courses and is considered a Notification, complete and submit this form. Refer to Regulation 3-4, *Policy for Changing the Curriculum*, for complete information on submitting proposals for curricular changes.

Please check type of change(s):

☐ Reduction in course number ☐ Change in grading option ☐ Change in hours or credits in an independent study course  
☒ Change in course title ☒ Change in course description\* ☐ Change in existing major, minor, option, concentration, etc.\*  
☒ Change in prerequisites ☐ Change in course number within level, e.g. 310 to 350 ☐ Change in delivery method

## A. Current Course Information

345 Sales Management 3  
Course No. Course Title Credits

This proposal is for a(n) ☒ Undergraduate Course ☐ Graduate Course

Applies to ☒ Major ☒ Minor (two minors: SELL & MKTG)  
☐ Required ☒ Required (SELL)  
☒ Elective ☒ Elective (MKTG)

Prerequisites MKTG 300 – Principles of Marketing

Grading ☒ Grade only ☐ P/NC only ☐ Grade and P/NC Option

Frequency of offering one time per year

**Proposed Course Information.** (Please indicate only proposed changes below.)

Sales Account Management  
Course No. Course Title Credits

Prerequisites MKTG 265 Professional Selling and MKTG 300 Principles of Marketing

Grading ☐ Grade only ☐ P/NC only ☐ Grade and P/NC Option

Frequency of offering \_\_\_\_\_

Effective date (normally the next semester) Fall, 2014 (20153)

B. \*If the proposal requests a change in the course description, please attach a description of the change requested and list both the current and proposed course description. If the proposal requests a change in an existing major, minor, option, concentration, etc., please attach a description of the change(s) requested and list both the current and proposed program listings.

### 1. Old Catalog Course Description

#### 345 – Sales Management (3 S.H.)

An in-depth coverage of determining the types of sales positions, the recruiting and hiring process, training, determining sales territories, methods of compensation and motivation, and control over the sales force. Prerequisites for College of Business majors and minors: Admission to the College of Business and MKTG 300 - Principles of Marketing . Prerequisites for non-College of Business majors and minors: Junior standing and instructor's permission. Grade only.

### 1. New Catalog Course Description


#### 345 – Sales Account Management (3 S.H.)

An introduction to the concept of sales force management and managing the overall customer relationship. Structuring, leading and managing the sales force, as well as developing long-term relationships with profitable customers through key account selling and technology-driven processes are central themes. Prerequisites for College of Business majors and minors: Admission to the College of Business, MKTG 265 – Professional Selling and MKTG 300 - Principles of Marketing . Prerequisites for non-College of Business majors and minors: MKTG 265, junior standing or instructor's permission. Grade only.

5/2/14



Approved by the Department

  
Department Chair

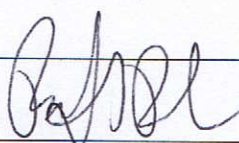
01/27/14  
Date

bnewberry@winona.edu  
e-mail address

Notification to the College Dean

X Yes      No

  
Dean of College



2/3/14  
Date

Presented at A2C2 meeting on

2/12/14  
Date

Chair of A2C2

Presented at Graduate Council  
meeting on (if applicable)

      
Date

Chair of Graduate Council

Submitted to Registrar on

2/13/14  
Date

Registrar: Please notify department chair via e-mail that  
Notification has been recorded.

\*If a dean has comments on a notification, the dean shall forward the comments to the department. [Revised 7-13-11]