

# 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

365 Course No. Advanced Professional Selling Course Title 3 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.)

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 (2015)

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.

### Old Catalog Course Description


An in-depth examination of advanced selling and communication techniques designed for students intending to pursue professional selling, customer service, or related career paths. Specific topics include relationship management, buyer behavior, communication skills development, and the intricacies of applying the sales process to numerous sales situations in a dynamic, competitive environment. The course will include substantial experiential learning involving contact with numerous sales professionals. Prerequisites: Admission to the College of Business, MKTG 300 - Principles of Marketing, and a grade of "C" or better in MKTG 325 - Professional Selling, or instructor's permission.

### New Catalog Course Description

An in-depth examination of advanced selling and communication techniques designed for students intending to pursue professional selling, customer service, or related career paths. Specific topics include relationship management, buyer behavior, communication skills development, and the intricacies of applying the sales process to numerous sales situations in a dynamic, competitive environment. The course will include substantial experiential learning involving contact with numerous sales professionals. Prerequisites: 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



  
 Department Chair

Date 01/27/14

e-mail address bnewberry@winona.edu

  X   Yes           No

Dean of College 2/3/14

Date

Dean of College \_\_\_\_\_ Date 2/3/14  
2/12/14 \_\_\_\_\_  
 Date \_\_\_\_\_ Chair of A2C2 \_\_\_\_\_

Date 7/8 Chair of Graduate Council

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]