

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

325 Professional Selling 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 each semester

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

265
Course No. Course Title Credits

Prerequisites none
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.

Catalogue course description change: Dropping the prerequisites from the description is the only change.


OLD

Learning professional selling concepts and the communications skills to apply them. Topics include interpersonal communications in business, relationship building, prospecting and qualifying, determining customer wants and needs, sales presentation, and negotiation and post-sale communications. Employment opportunities in sales are examined. 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.

NEW

Learning professional selling concepts and the communications skills to apply them. Topics include interpersonal communications in business, relationship building, prospecting and qualifying, determining customer wants and needs, sales presentation, and negotiation and post-sale communications. Employment opportunities in sales are examined.

Approved by the Department

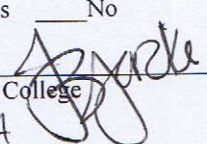

Department Chair

01/27/14
Date

bnewberry@winona.edu
e-mail address

Notification to the College Dean

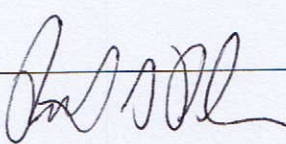
☒ Yes ☐ No


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)

2/13/14
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]