

WSU Department of Professional Sales Five-Year Program Review Committee Report

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From: External Review Team:

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Committee's Report

The external review committee, composed of Scott Hadzik and April Schofield, visited the Weber State University Sales Program on March 2, 2023. The committee members have toured the program's facilities, interviewed students, faculty, and staff associated with the program. Our report is based upon this site visit.

Evaluation of Standards

Strengths/Challenges	Standards <i>(as listed in the report guidelines)</i>
Program Strengths	A – Mission Statement B – Curriculum C – Student Learning Outcomes and Assessment D – Academic Advising E – Faculty G – Relationships with External Communities H – Results of Previous Program Reviews
Program Challenges	F – Support (Facilities, Equipment, etc.)
Program Weaknesses	None
Recommendations	Detailed Explanations by Standard (below)

Program Strengths

Mission Statement

The Professional Sales program's Mission Statement outlines its commitment to providing students with a comprehensive education that prepares them for successful careers in the field. The program is designed to prepare students to be effective sales professionals by developing their abilities to understand customer needs, communicate effectively, and build lasting relationships with clients.

In addition to classroom activities, students also have the opportunity to participate in competitions and join national student organizations, further enhancing their skills and knowledge of the field. The program's dedication to providing students with a well-rounded education is evident in the range of experiences it offers.

The program's industry advisory committee members play an active role in advising the program and engaging with students through lectures and meetings. This close relationship with industry professionals ensures that the program's curriculum remains current and relevant to the needs of the field.

The program has been highly successful in preparing students for immediate employment after graduation, with a placement rate of close to 100% for its 150+ annual graduates. This impressive accomplishment is a testament to the program's commitment to providing students with the skills and knowledge they need to succeed in their careers.

Curriculum

The Professional Sales program at Weber State University offers a comprehensive curriculum that provides students with a strong foundation in sales. During the COVID-19 pandemic, the department worked well together to move their courses online, providing students with a seamless transition to online learning. When face-to-face classes became an option again, the program was able to maintain the online option for working professionals, ensuring that students have flexibility in how they choose to learn.

The program offers a balance of both online and face-to-face courses, which meets the current needs of the student body. Collaborative tools and curricula are being used by many of the faculty to ensure that online classes help students learn and practice similar selling concepts. The faculty also offers opportunities for students to specialize in areas such as business-to-business sales, retail sales, or technical sales.

A recommendation from students who participated in the review is to include a fundamental sales course in general education requirements, since sales builds the foundation for many different career possibilities. The students were from a variety of majors, including history, education, interior design, and sales, and emphasized that professional selling skills are essential for any career path.

Overall, the curriculum is designed to provide students with a challenging and engaging learning experience that prepares them for a career in sales. The program's ability to adapt to the changing landscape during the pandemic demonstrates its commitment to providing students with quality education, no matter the circumstances.

Student Learning Outcomes and Assessment

The program's commitment to providing clear and measurable outcomes and assessments is evident through the curriculum map, which outlines the levels at which students will learn and practice designated outcomes throughout the Professional Sales degree. The program has evenly distributed three tiers of demonstration - Introduction, Developing, and Mastery - across the core classes. Each class provides an Evidence of Learning analysis, which includes a measurable learning outcome, a threshold of evidence, a method of measurement, findings linked to the learning outcomes, interpretation of findings, and an action plan for using the results. The program has identified 12 competencies for measurement, which are reviewed on a four-year cycle.

Academic Advising

The Professional Sales program at Weber State University has a strong academic advising program in place. Paige Young, the faculty academic advisor, has been highly effective in responding to student academic needs in a timely manner. She provides guidance on course selection, internship opportunities, and career exploration, and offers support and resources to help students succeed academically and professionally.

Paige is also assisted by a student assistant, which helps to decrease her workload and ensure that students receive the necessary attention and support they require. Students who have been advised by Paige have expressed satisfaction with the level of support and guidance they received. In interviews, students praised Paige's knowledge of the program requirements, her responsiveness, and her ability to offer personalized advice tailored to their academic and career goals. Overall, the academic advising program is an essential component of the Professional Sales program, and Paige's efforts have been instrumental in helping students succeed.

Faculty

The Professional Sales program at Weber State University is fortunate to have a talented and dedicated faculty. The faculty is committed to helping students succeed in their academic pursuits, and they work tirelessly to serve the students in the program. They are always willing to work together to find solutions to issues that arise, and they are known for their collaborative approach to teaching and learning.

One area where the faculty has excelled is in their pursuit of advanced degrees. Many of the faculty members have pursued further education to better serve the students in the program. The program values the support provided by the college to aid the faculty

in this endeavor, as it allows them to bring new knowledge and ideas back to the classroom.

The faculty is highly regarded by students who have taken courses from them. They are known for their engaging teaching style and their ability to make complex concepts easy to understand. The faculty's dedication to student success is reflected in the positive feedback that they consistently receive from their students.

The faculty engage in a high level of service. New faculty felt it would be helpful to have clarification regarding service expectations and what constitutes service at the department, college, and university levels.

Overall, the Professional Sales program at Weber State University is fortunate to have a committed and talented faculty who are dedicated to the success of their students. The program values their efforts and supports their continued pursuit of advanced education to better serve the students in the program.

Relationships with External Communities

The Professional Sales program at Weber State University has established exceptionally strong connections with external communities. The program's reputation for excellence has attracted corporate representatives who frequently visit the department to provide guest lectures and industry insights. The program's advisory committee is also highly active, providing financial contributions to the program and mentoring students

The partnership between the Professional Sales program and the Alan Hall Sales Center is a critical component of the program's connection to external communities. Through this partnership, students have access to industry professionals and valuable experience in real-world sales scenarios.

The collaboration between the program and the Alan Hall Sales Center provides students with a unique opportunity to learn from experienced professionals and gain insight into the industry. This partnership ensures that the curriculum remains relevant and up-to-date, preparing students for success in the competitive world of sales.

The program's commitment to collaboration with industry partners ensures that the curriculum remains relevant and up-to-date, preparing students for success in the ever-evolving world of sales. Through this partnership, the Professional Sales program at Weber State University is able to provide its students with a competitive edge in the job market and a strong foundation for their future careers.

A goal identified in the review is to increase the female population in the program. As one way to recruit and increase visibility among female students, the program recently collaborated with industry partners to host a Women in Sales luncheon.

The faculty's dedication to mentoring students through competitive sales competitions is impressive. Their commitment to guiding and supporting students in these endeavors demonstrates their passion for ensuring students have opportunities to develop their skills beyond the classroom.

Through these competitions, students gain valuable experience in presenting and selling their ideas to a diverse audience, helping to prepare them for success in their future careers. The faculty's mentorship and support provide students with the guidance and resources they need to excel in these challenging competitions, showcasing their abilities and representing the program with excellence.

The faculty's efforts in this area not only benefit the students but also contribute to the program's reputation for excellence. The program's continued success in competitive sales competitions is a testament to the faculty's commitment to their students and their dedication to providing them with opportunities for growth and development.

Results of Previous Program Review

Support (Facilities, Equipment, etc.)

The Professional Sales program at Weber State University is supported by state-of-the-art facilities and equipment dedicated to the program. A new building has been added to house the program, which includes dedicated labs for hands-on learning and practice. The new facilities provide an excellent learning environment for students and faculty to excel in their academic pursuits.

However, the addition of the new building has also created some challenges. The facilities management team has disrupted classes on several occasions. Equipment that doesn't function as required has disrupted learning. Better efforts need to be made by FM to ensure that work that is performed on the building is scheduled around the classes being taught. To avoid disruptions to the learning experience, it is crucial that the facilities management team informs the department in advance if the equipment in the labs will not be available during the scheduled class times. This will allow the program to make alternate arrangements to ensure that students can still engage in meaningful learning experiences.