

**UNDERGRADUATE COUNCIL**  
**Request for Change(s)**

Originating unit requesting change Marketing – Neeley School of Business

Type of Change requested:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Course number(s)   | <input type="checkbox"/> Course prerequisite(s) | <input type="checkbox"/> Program title                   |
| <input type="checkbox"/> Course title       | <input type="checkbox"/> Drop course(s)         | <input checked="" type="checkbox"/> Program description  |
| <input type="checkbox"/> Course description | <input type="checkbox"/> Drop program(s)        | <input checked="" type="checkbox"/> Program requirements |

Semester and year change(s) take effect: Fall 2020

Appropriate computer abbreviation if course title is more than 30 spaces: \_\_\_\_\_

Briefly summarize the change requested:

Allow students outside the business school to pursue a Consultative Selling Certificate

Catalog copy

Present catalog copy (paste-up from catalog is acceptable).

Students majoring in business may pursue a consultative selling certificate. The goal of the certificate is to provide an area of expertise in consultative selling so that the student is prepared for a greater number of career opportunities and gains more flexibility. The designation of a consultative selling certificate provides such students with additional evidence of subject matter expertise. The certificate requires 12 semester hours of coursework.

Once a student matriculates at TCU, all coursework in the consultative selling certificate must be completed at TCU.

Required Courses (12 semester hours)

MARK30153 Marketing 3

MARK40263 Foundations of Selling 3

MARK40273 Consultative Selling 3

Proposed change(s). (Include exact catalog copy as desired. Underline changes)

The consultative selling certificate is open to both business and non-business majors. Students majoring in business may pursue a consultative selling certificate. The goal of the certificate is to provide an area of expertise in consultative selling so that the student is prepared for a greater number of career opportunities and gains more flexibility. The designation of a consultative selling certificate provides such students with additional evidence of subject matter expertise. The certificate requires 12 semester hours of coursework.

Space in the program is competitive and limited. For more information on the selection process and application dates see the Sales and Customer Insights Center website on the Neeley TCU page. A minimum GPA of 2.75 is necessary to apply.

Once a student matriculates at TCU, all coursework in the consultative selling certificate must be completed at TCU.

MARK40770 Sales Practicum 3

MARK 40770 is a 1.5 course that is repeated over two semesters for course credit. To graduate with a certificate in consultative selling, students must obtain a minimum GPA of 2.50 in courses making up the certificate.

Required Courses (12 semester hours)

MARK 30153 Marketing Management 3  
or

MARK 30653 Principles of Marketing 3

MARK40263 Foundations of Selling 3

MARK40273 Consultative Selling 3

MARK40770 Sales Practicum 3

MARK 40770 is a 1.5 course that is repeated over two semesters for course credit. To graduate with a certificate in consultative selling, students must obtain a minimum GPA of 2.50 in courses making up the certificate.

Request for Changes

Page 2

1. What is the justification for the change(s) requested?

We are opening up the Consultative Selling Certificate to non-business majors.

Including non-business majors in the Sales and Customer Insights Center will increase the strength of the program and it's desirability to corporate partners. Further, this extends opportunities to the greater TCU campus.

10 spots in the 60 person certificate program will be explicitly reserved for non-business majors. More could be awarded based upon merit and availability to place these students in current course offerings. Participants will be selected to the program via a written application and interview. Non-business majors/minors will apply the spring semester of their sophomore year. Business majors and business minors will be eligible to apply during the spring semesters of their sophomore and junior years as they will have previously met the MARK 30153/MARK 30653 requirement.

2. If applicable, explain how the change(s) will affect the current program outcomes and assessment mechanisms.

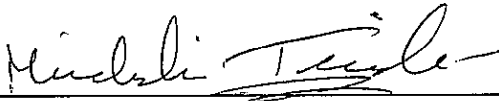
N/A

3. **Faculty Resources:** How will the unit provide faculty support for this change and any other impact this change may have on other current departmental listings.

As admission to the program is competitive, limited, and currently capped at 60 students. Scheduled sessions can currently cover this enrollment size. The department sees little impact on departmental listings.

4. **Educational Resources:** Will this change require additional resources not currently available (e.g. space, equipment, library, other)? ☐ YES  
If yes, list additional resources needed. ☒ NO

5. If this change affects other units of the University, include a statement signed by the chairperson(s) of the affected unit(s).
6. If cross-listed, provide evidence of approval by all curriculum committees appropriate to both the originating and cross-listed units.

  
Approval signature of chairperson of originating unit