

**CURRICULUM OUTLINE  
NEW DEGREE PROPOSALS  
KANSAS STATE UNIVERSITY**

- I. Identify the new degree:** Major in Professional Strategic Selling
- II. Provide courses required for each student in the major:**

<b>Course Name &amp; Number</b>	<b>Course Credit Hours</b>	<b>Total Credit Hour</b>
<b>Business Administration Courses Pre-Professional (BAPP) Program:</b>		
<b>General Education</b>		<b>54</b>
<b>Business Core:</b>		
ACCTG 231 Accounting for Business Operations	3	
ACCTG 241 Accounting for Investing and Finance	3	
FINAN 450 Principles of Finance	3	
GENBA 101 Business Orientation	0	
GENBA 110 Business Foundations	3	
GENBA 166 Business Information Technology Skills Proficiency	0	
MANGT 366 Information Technology for Business	3	
MANGT 420 Management Concepts	3	
MANGT 421 Introduction to Operations Management	3	
MANGT 595 Business Strategy	3	
MANGT 596 Business Ethics and Corporate Citizenship	3	
MKTG 400 Introduction to Marketing	3	
<b>Total Hours Business Core</b>		<b>30</b>
<b>Economics Electives</b>	Economics electives must be selected from economics	<b>6</b>
<i>(offerings numbered 500 or above excluding ECON 505 in consultation with the student's academic advisor)</i>		
<b>Unrestricted Electives</b>	<b>Total Hours Unrestricted Electives</b>	<b>6</b>
<b>Major in Professional Strategic Selling: Core Courses</b>		
MKTG 542 Fundamentals of Professional Selling	3	
MKTG 550 Business Marketing	3	
MKTG 560 Sales Force Leadership	3	
MKTG 565 Customer Relationship Management	3	
MKTG 570 Advanced Selling	3	
MKTG 499 Sales Experiential Learning	3	
<b>Total Hours Major Core Courses</b>		<b>18</b>
<b>Major in Professional Strategic Selling: Electives</b>	<i>Choose two (2) from the following list:</i>	
MKTG 450 Consumer Behavior (3)		
MKTG 496 Special Topics in Marketing: Relationship Marketing (3)		
MKTG 496 Special Topics in Marketing: Cooperation Selling (3)		
MKTG 544 International Marketing (3)		
MKTG 496 Services Marketing (3)		
MKTG 545 Marketing Channels (3)		
MKTG 580 Business Intelligence for Strategic Decision Making (3)		
<b>Total Hours Major Electives</b>		<b>6</b>
<b>Research Practica</b>	Not applicable	
	Not applicable	
<b>Total Hours for Major in Professional Strategic Selling</b>		<b>120</b>

**IMPLEMENTATION YEAR: FY 2018-2019**  
**Fiscal Summary for Proposed Academic Programs**

Institution: Kansas State University  
 Proposed Program: Major in Professional Strategic Selling

<b>Part I. Anticipated Enrollment</b>	Implementation Year		Year 2		Year 3	
	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time
A. Full-time, Part-time Headcount:	30	0	50	0	75	0
B. Total Semester Credit Hours taken by students in program	900		1500		2250	
<b>Part II. Program Cost Projection</b>						
A. In implementation year one, list all identifiable General Use costs to the academic unit(s) and how they will be funded. In subsequent years, please include only the additional amount budgeted.						
<u>Salaries and Fringe...Total</u>	<u>\$232,058</u>		<u>\$232,058</u>		<u>\$360,528</u>	
Instruction: GTAs	0		0		0	
Instruction: Adjuncts/Instructors/Non-Tenure Track	15,062		15,062		30,124	
Instruction: Tenure and Tenure-Track Administration	113,409		113,409		226,817	
Support Staff	71,890		71,890		71,890	
	31,697		31,697		31,697	
<u>Other Operating Expenses...Total</u>	<u>\$4,000</u>		<u>\$4,000</u>		<u>\$4,000</u>	
Office Expenses	4,000		4,000		4,000	
<b>TOTAL:</b>	<u>\$236,058</u>		<u>\$236,058</u>		<u>\$364,528</u>	

**Indicate source and amount of funds if other than internal reallocation:**

All funding sources will be due to internal reallocation and private funding, i.e., through the J. J. Vanier Distinguished Chair in Business Administration and funds raised by the National Strategic Selling Institute.  
 Note: Faculty salaries are paid from a combination of general use and private funding sources.  
 Administrative salaries are paid from private funding sources.