



SALES

STI

**SOUTHEAST
TECHNICAL INSTITUTE**

Southeast Technical Institute

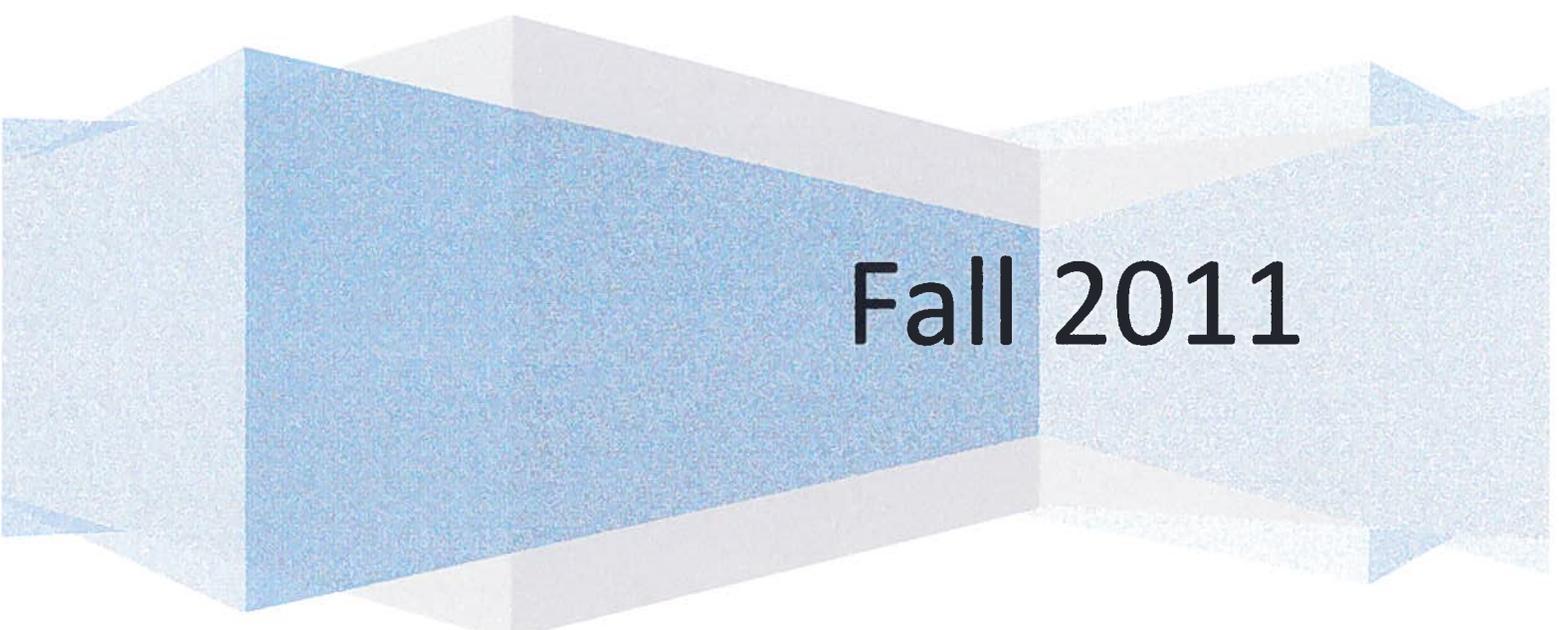


Program Expansion

Marketing

Sales Option

Associate in Applied Science

A large, 3D graphic of a blue cube with a white border, tilted to show its top and side faces. The text "Fall 2011" is centered on the front face of the cube.

Fall 2011

Marketing Sales Option Associate in Applied Science

Executive Summary

Southeast Technical Institute requests permission to expand the Marketing program to include a Sales Option. The program will be offered in the following versions:

AAS Degree starting Fall 2011 offered traditionally on STI's Campus

AAS Degree starting Fall 2012 offered online pending BOE and HLC approval

The Sales Option offers training specifically designed to prepare students to assume sales positions. The key business areas – sales, marketing, accounting, management, communication, customer service, business law and computers are emphasized to provide a well rounded skill set. Students will be provided with new curriculum in Social Media and Professional Sales. In addition, several technical electives are provided to assist students in gaining skills in a particular industry or area of an organization.

In two years of study, students will develop skills in understanding the sales process, marketing, communication, and consumer behavior. Graduates of this program will be prepared to assume a sales position in any field.

Identification and Description of the Program:

The Marketing program is a two year AAS degree. The Sales Option is designed to provide students with the skills needed to be directly in sales. The program will cover areas including: computer basics, sales, marketing, accounting, business communication, customer service, business law, supervisory management, consumer behavior, and social media. It also provides nine credits of technical electives for the student to pick courses that best fit their future goals.

Objectives and Purpose of the Program:

The primary objective of this option is to provide students with the essential skills to help provide a total understanding of the sales process. The Marketing program is built primarily upon sales and marketing courses, with additional courses offered during the second year directly applying to advanced sales, communication, advanced marketing and social media. In addition, Southeast provides two technical electives to help the student individualize the program.

Graduates of Southeast's Sales Option will show competency in:

- basic computer skills including communication software, word processing, database, presentation and spreadsheet usage.
- business communication practices to allow them to promote a product, service or their company and to communicate inside and outside of their business using all forms of media.
- basic marketing principles that will allow the student to analyze market opportunities, select target markets, design market strategies, plan marketing programs and organize, implement and control marketing efforts.
- basic and advanced sales principles to provide an extensive background of the sales process including inside sales and outside sales.
- understanding consumer behavior so they may understand the personal decision making process of the consumer.
- accounting practices including general ledgers, balance sheets, and budgets so they may understand the finance areas of the business.
- resolving customer complaints and answering questions.
- supervising the work of employees to ensure adherence to quality standards, deadlines, and proper procedures, correcting errors or problems.
- providing employees with guidance in handling difficult or complex problems and in resolving complaints or disputes.
- implementing corporate and department policies, procedures, and service standards.
- discussing job performance problems with employees to identify causes and to resolve issues.
- training and instructing employees in job duties and company policies.

Methods of Attaining the Objectives of the Program:

The curriculum will include lecture provided by instructors with industry experience, laboratory settings utilizing real-world examples, guest presenters from local industry, industry visits, and student projects. Southeast has been a laptop campus longer than any school in South Dakota and all classes utilize the Learning Management System providing students with resources during class and supplemental information outside the classroom.

The Sales Option will be offered traditionally at STI, but we plan to make a proposal to the Higher Learning Commission in Spring 2011 for an online program as well, to start as soon as Fall 2012.

All Southeast Tech programs have an advisory board to help assist in the development and refinement of curriculum.

Description of Labor Market Demands of the United States, State of South Dakota, Student Needs, and Industry Support

National Data

Nationally sales positions are growing about as fast as average, with an expected increase by 13 percent through 2018. With the increasing age of sales people, there will be a constant need for sales personnel to start at a company.

State/Regional Data

The South Dakota Department of Labor has specific information for Non-Technical Manufacturing Sales Representatives, Technical Manufacturing Sales Representatives, Advertising Sales Agents, and Retail Salespersons. See table below:

Title	2006 Employment	2016 Projections	Percent Increase
Non-Tech Manufacturing Sales	4,565	5,390	18.1%
Tech Manufacturing Sales	1,875	2,115	12.8%
Advertising Sales	595	745	25.2%
Retail Sales	15,150	17,615	16.3%
Total	22,185	25,865	16.6%

Student Needs

This option will provide students with an opportunity to enter an expanding industry that has many different entry points, areas for growth, and training that meets industry need and also helps the student in their creation of a business plan.

Industry Support

State data shows an increase of 16.5% over the next years for the five sales areas. Business in Sioux Falls and the region are currently hiring many STI students for sales positions.

Population to be Served by the Program:

Southeast will recruit students from a variety of backgrounds, including both traditional and non-traditional. It is anticipated that this program will attract students directly out of high school in addition to those who are unemployed, underemployed and those wanting to make a career change. We believe that existing students will look at this program as a viable option in addition to graduates from other Southeast programs.

Southeast will also move this program to an online degree in order to serve rural South Dakota and small town businesses.

Program Capacity

Starting Semester	Delivery Format	Capacity
Fall 2011	Traditional Day	28
Fall 2012	Online	24

Projected Three-Year Budget Plan

BUDGET PROJECTIONS			
Year	2011-2012	2012-2013	2013-2014
Salaries/Benefits	\$12,000.00	\$27,000.00	\$27,000.00
FTE	Adjunct Support	Adjunct Support	Adjunct Support
Staff Travel	\$250.00	\$1,000.00	\$1,000.00
Instructional Materials	\$3,500.00	\$2,000.00	\$2,000.00
Software/Books/Fees	\$1,000.00	\$1,000.00	\$1,000.00

Salaries/Benefits/FTE

The Sales Option shares a number of common classes with our other marketing and business programs. These courses are taught by an existing group of faculty in the business core. The Sales Option is an expansion of our existing Marketing program and will be taught by existing faculty. The budgetary needs will be for adjuncts to teach additional sections.

Program Competencies and Entry and Exit Points of Suboccupations:

Program Competencies

Program competencies are based upon recommendations from faculty and staff with sales experience and the utilization of the advisory board.

Entry and Exit Points

The Marketing program is a two year AAS degree program and will accept new students in the spring and fall semester. The common core of the marketing and business programs and the utilization of technical electives will allow students in other business programs or graduates of other programs to enter into the program in the second year of the program.

Students directly entering the program will exit the program after two years. Students entering the program after another degree will require an additional year or more depending upon their prior degree.

STI is currently working to provide additional paths through articulation agreements with 4 year colleges and universities. We will work to develop additional agreements to meet the needs of graduates from this program.

Statement of Nonduplication:

STI is not aware of any Sales Options in the state.

Curriculum Design and Research: - Sales Option

Semester	Course Title	Credits	Lec/Lab
First			
BUS 101	Introduction to Business	3	3/0
CIS 105	Introduction to Computers	3	2/2
ENGL 101T	Composition	3	3/0
MATH 115	College Math	3	3/0
MKT 120	Principles of Marketing	3	3/0
SSS 100	Student Success Seminar	<u>2</u>	2/0
Second		17	
ACCT 210	Principles of Accounting I	4	3/2
BUS 130	Business Communications	4	3/2
BUS 210	Supervisory Management	3	3/0
MKT 160	Principles of Selling	3	3/0
MKT 230	Consumer Behavior	<u>3</u>	3/0
Third		17	
BUS 140	Business Law I	3	3/0
BUS 217	Customer Service	3	3/0
MKT 2XX	Professional Sales	3	3/0
PSYC 101T	General Psychology	3	3/0
SPCM 101	Fundamentals of Speech	3	3/0
XXX 2XX	Technical Elective	<u>3</u>	3/0
Fourth		18	
BUS 2XX	Social Media	3	3/0
MKT 290	Marketing Internship	3	0/120
SOC 150	Social Problems	3	3/0
XXX 2XX	Technical Elective	3	3/0
XXX 2XX	Technical Elective	<u>3</u>	3/0
		<u>15</u>	
Total		68	

Wage Factor

Data from the Bureau of Labor Statistics for National and State Data listed below:

National Data - 2008

Title	Median Salary	Middle 50%	Lowest 10%	Top 10%
Wholesale & Manufacturing – Non-Tech	\$51,330	\$36,460 - \$75,120	\$26,950	\$106,040
Wholesale & Manufacturing – Technical	\$70,200	\$48,540 – \$99,570	\$34,890	\$133,040
Advertising Sales	\$48,550	n/a	n/a	n/a
Retail Sales	\$20,508	\$17,180 - \$27,768	\$15,330	\$39,811

State Data - 2008

Title	Median Hourly	Mean Hourly	Mean Annual
Non-Tech Manufacturing Sales	\$21.22	\$23.42	\$48,710
Tech Manufacturing Sales	\$28.96	\$37.86	\$78,750
Advertising Sales	\$17.32	\$19.07	\$39,670
Retail Sales	\$9.23	\$10.78	\$22,430

Suggest CIP Code

52.1401 Marketing/Marketing Management, General

A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Include instruction in buy behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

Appendix A – Letters of Support

Steve A. Talcott, Regional Manager, U.S. Water Services

Annette Adams, Account Executive, Midcontinent Business Solutions



December 13, 2010

Dr. Craig Peters
Academic Director
Southeast Technical Institute
2320 North Career Ave.
Sioux Falls, SD 57107

Dear Dr. Peters:

For the past thirty-five years I have been a professional salesperson with responsibilities ranging from territorial sales to executive management. Finding and maintaining quality salespeople has been the key to the success of the companies I have represented.

Salespeople are not born, they are trained. The opportunity to hire individuals with sales skills training would be beneficial to my company and the sales industry. A well-trained salesperson improves the opportunity for success in a highly competitive and financially rewarding industry. The biggest difficulty that I have is finding well-trained individuals with excellent communication skills. Sales professionals need education and training to be successful.

Two years of targeted sales training will enhance a student's opportunity to enter the higher level sales professions of industrial and technical sales.

I look forward to the possibility of hiring a Southeast Technical Institute graduate in the near future and will gladly help as a consultant to develop the program.

Sincerely,
U.S. Water Services

/s/

Steve A. Talcott, CWT
Regional Manager

US Water Services 330 South Cleveland Street Cambridge, Minnesota 55008

(P) 866-663-7632 (F) 763-689-3660 - www.uswaterservices.com



Southeast Technical Institute
2301 N Career Place
Sioux Falls, SD 57107
December 13, 2010

Dear Kim & Jeff:

After our most recent Advisory Board Meeting, I believe the addition of adding a sales and marketing program to Southeast Technical Institute's Marketing curriculum would prove very beneficial for not only students, but also within the profession of sales.

In working in media sales for over 20 years with Midcontinent Communications, there is a need for trained salespeople in the workforce. Of course companies will train and invest in their salespeople for their specific products and services, however, an understanding of the sales process and education in dealing with businesses and professional environments will only enhance a graduate's qualifications and further prepare a student of expectations in the sales workforce.

A curriculum that instills presentation skills, relationship building, customer service, client management and ethics in sales will also prove beneficial for the companies that hire STI graduates.

Sales is a vital component to a company's success and I believe that this type of program would be appreciated by students and businesses alike.

Sincerely,

Annette Adams
Account Executive
Midcontinent Business Solutions
3901 N Louise Avenue
Sioux Falls, SD 57107