

Feedback 1

Ryan,

Before approving the Letters of Intent for the Undergraduate Certificates in Sales, the Provost Program Proposal Review Committee would like you to address some concerns.

- The committee would like you to clarify the admissions requirements for the stand-alone certificate. How will you ensure that non-traditional students are ready for the rigor of 300- and 400-level classes?
- The committee is concerned that the ECON 201 and 202 pre-requisites are to be waived for non-business students. Presumably, these pre-requisites exist so that students in MKT 301 will be adequately prepared for the course; why would non-business students need less preparation for a marketing course than business students?
- Please provide feedback from UK on the proposed program. They may have some insight as to how competition between the two programs would affect enrollment projections.
- The committee recommends applying for approval as a [work-ready scholarship program](#).
- Marketing expenses are only assumed in years 1 and 2; however, it seems reasonable to assume they will continue each year.

I would recommend making revisions through track changes so that the committee can identify them easily upon review.

Thank you for your work on these new programs. We look forward to your response and moving these programs forward.

Please let me know that you have received this communication.

Leslie

Feedback 2

Hi Ryan,

The Provost Program Proposal Review Committee will be meeting at 9 am on March 11 to discuss the Undergraduate Certificates in Sales and Franchise Management. Would you be able to attend to answer some questions?

I have already collected feedback electronically, and it is my hope that we could speed this process along if you could look at the feedback and come prepared to answer it at the meeting. See the feedback below.

In regards to the Sales Certificate:

- Who are the non-traditional students referred to here, and what will they get if the program is not stand-alone? “Non-traditional students must take MKT 301 before taking the other classes and show that they can earn at least a C in that class before they will be allowed to complete the remaining classes in the certificate.”
- If it’s a 12-ch program and there are four 3-ch courses required, where is there room for electives that the LOI refers to? How do the electives mentioned (Marketing Internship, Supply Chain Management, Business to Business Marketing, Social Media Marketing I, or Services Marketing) fit the program?
- If the prereq for the 300 level marketing class is not necessary for these students, why is it necessary for any students?
- Clarify how the tuition revenue has been calculated.
- Marketing expenses are only assumed in Years 1 and 2, however, it seems reasonable to assume they will continue each year.
- Employer demand in the appendix doesn’t reflect the same demand shown or noted in the student and market demand sections.
- As it is not an online program, this certificate will not be included on the UofL Online website or in materials used at recruiting events. Additionally, Delphi Center will not include the certificate in paid ads for undergraduate programs.
- Where is the internal reallocation of funds coming from?

Please let me know if you can attend the meeting.

Leslie

Feedback 3

Hi Ryan,

Before approving the LOI for the Sales Certificate, the Provost’s Program Proposal Review Committee would like you to address a few concerns.

- If the prerequisites for the 300-level marketing class are not necessary for these students, they should not be required of any students. The faculty at large need to decide whether to waive these prerequisites for all students. Therefore, the issue needs to go before the Undergraduate Studies Committee.
- Under the current budget model, this program could be economically detrimental to other units because their students would be taking Business courses as their electives rather than courses in their own colleges. The committee suggests that the College of Business contact other units (specifically CEHD, A&S, and Music) to discuss the possibility of counting courses offered by these units towards this program. In addition, this issue needs to be monitored to ensure that there are no damaging unintended consequences in other units.
- The committee is concerned that the certificate could increase the time-to-degree for students whose major is outside of the College of Business, as most electives are directed and not open. This issue also needs to be monitored.

Thank you and your faculty for all of your work in developing this new program.

Leslie

The Email Sent to the PPPRC Accompanying the Final LOI

Provost Program Proposal Review Committee Members,

The College of Business has submitted a revised LOI for the Sales Undergraduate Certificate in response to the committee's feedback. Please see the attached LOI and review the responses to this committee's concerns in bold below.

- If the prerequisites for the 300-level marketing class are not necessary for these students, they should not be required of any students. The faculty at large need to decide whether to waive these prerequisites for all students. Therefore, the issue needs to go before the Undergraduate Studies Committee.

No student of any status must take pre-requisites for Marketing 301.

- Under the current budget model, this program could be economically detrimental to other units because their students would be taking Business courses as their electives rather than courses in their own colleges. The committee suggests that the College of Business contact other units (specifically CEHD, A&S, and Music) to discuss the possibility of counting courses offered by these units towards this program. In addition, this issue needs to be monitored to ensure that there are no damaging unintended consequences in other units.

Per the committee's instructions, I met with Al Futrell (Communications) and Megan Shreffler (SPAD), asked for their feedback. A SPAD course is now listed as a possible substitution in the revised LOI curriculum. Communication agreed to have no substitutable classes, but instead wanted to meet with Marketing to talk about other collaborations. The Marketing Department has met on several occasions with the Communications Department chair, and there is a preliminary agreement to include some of their classes in some initiatives we have underway, and for them to include some of our classes in their initiatives. The attached Letter of Intent has the approval of all parties.

- The committee is concerned that the certificate could increase the time-to-degree for students whose major is outside of the College of Business, as most electives are directed and not open. This issue also needs to be monitored.

Please provide your feedback/recommendation by **Thursday, September 22nd**.

Thanks,

Leslie