University Senate Committee: Academic Policies Committee

Brief History of Issue - why the issue is being considered:

The Department of Management and Marketing is proposing a credit bearing certificate in Professional Sales. The 12-credit certificate allows the department an opportunity to serve students within and outside of the College of Business. The proposed certificate increases visibility of the UWEC Sales Program with corporate leaders and increases the number of companies interested in recruiting UWEC sales students.

Points Discussed by Committee:

1. Certificate interests from students from a variety of majors.
2. Aligns with the University's mission to provide educational opportunities responsive to the needs of the community.
3. Mechanisms in place to offset the cost of exams and/or competitions for students.

Pros of Recommendation:

Students in any major can pursue the certificate. Aligns with the University's mission to provide educational opportunities responsive to the needs of the community.

Cons of Recommendation:

None

Technology/Human Resource Impact:

None

Committee Recommendation:

The committee recommends approval of the credit bearing certificate in: Professional Sales to be administered by the Department of Management and Marketing.
MOTION FOR THE UNIVERSITY SENATE

The University Senate Committee: Academic Policies Committee

by a vote of 10 for to 0 against on February 23, 2021 (Date)

Recommends that:

The Department of Management and Marketing will offer a credit bearing certificate: Certificate in Professional Sales starting with the 2021/22 AY.

Implementation Date: 21/22 catalog

Signed: ______________________________________

Chair of the Committee

Send to: University Senate Office