



# DEPAUL UNIVERSITY

BEST PRACTICES RESEARCH PROGRAM CENTER FOR SALES LEADERSHIP

# UNIVERSITIES AND COLLEGES SALES EDUCATION LANDSCAPE

2009

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## **APPENDICES**

### **Appendix A**

2009 Source Information Glossary of Terms

### **Appendix B\***

2009 Universities and Colleges Sales Education Programs  
(Summary)

### **Appendix C\*\***

2009 Universities and Colleges Sales Education Programs  
(Detailed)

### **Appendix D**

Sales Courses – Undergraduate and Graduate Level

### **Appendix E**

2009 Universities and Colleges Sales Education Programs  
(Power Point Presentation)

\* Electronic copy available in Excel spreadsheet format to allow searching of details of each institution program as well as automatic embedded links to each university and center website.

\*\* Electronic copy available in Excel spreadsheet format to allow sorting by various elements of each program.

# **EXECUTIVE SUMMARY**

# EXECUTIVE SUMMARY

Overall, the impression that has resulted in the analysis of this survey is one of optimism for the field of sales education, and the future outlook for its expansion through the United States – both in terms of universities and colleges supporting the introduction of curriculum at the undergraduate and graduate level, and in the number and quality of courses offered by these institutions.

## **Demographics**

Overall, the growth in the number of programs from prior surveys is significant, with a total of 68 institutions identified with sales education programs. While most of the programs reside in the Midwest, Southwest, and Southeast (70%), there are indications of growth in the Northeast and West which are encouraging.

Nearly all of the programs are accredited by the AACSB (91.5%), with business school enrollment ranging from 794 to 9,102. This generally indicates that the larger schools are those which are more fertile ground in which to birth these new programs, likely due to their higher financial and human capital.

A wide range of diversity exists in the programs, with female populations ranging from 41% to 97%, and non-white populations ranging from 8% to 98%. In general, most institutions have a higher percentage of women than men, averaging roughly 55/45%.

Of the institutions surveyed, a total of 21 (30.9%) have supported and established specific centers of excellence or physical centers for their sales education programs, and 18 of those institutions possess AV/training facilities (generally consisting of labs, multiple rooms, conference rooms, selling environments, and sales resource libraries).

Many of the universities are recognized by the USEF (35), affiliated with the USCA (11 full members and 5 associate members), working with the 3M Frontline Conference (10), and attend the NCSC at Kennesaw University (50).

### **Undergraduate Academic Programs**

A total of 33 (48.5%) of the institutions do not currently offer any degree recognition at any level, reflecting the continued aversion to legitimizing sales education found in many institutions. In the remaining institutions, 19 (28%) offer only some form of Concentration, and 16 (23.5%) offer either a Minor, Major or both.

The number of classes has exploded over the last several years, with the emergence of 10 major categories made up of 225 course titles. Growth areas are in the categories of Communication, Advanced Selling, and Sales Management; new trends are developing in Negotiation and Persuasion classes. Advanced areas such as CRM and Leadership are still relatively rare based on this survey.

No reliable data exists in the area of student attendance or graduate rates, which may well be added to future survey work to establish relative productivity of individual programs.

### **Graduate Academic Programs**

Only 8 of the institutions offer curriculum at the graduate level, and most of them recognize the discipline in some form of a “MBA with a Sales Concentration”. The institutions offering graduate programs are Ball State University, DePaul University, Georgia State University, Illinois State University, University of Akron, University of Houston, University of Toledo, and Western Kentucky University.

The number of classes is relatively limited (generally 3), and focus is at a higher level, such as Sales Management, Key Account Management, and CRM. Of the 8 total programs, all 8 teach sales management at the graduate level.

No reliable data exists in the area of student attendance or graduate rates, which may well be added to future survey work to establish relative productivity of individual programs.

### **Other Areas**

In the area of corporate training, consulting, and adult education, only 13 institutions publicly display their capabilities and programs on their websites.

In the area of corporate partnerships and benefits, a total of 22 of the universities (the most mature) have developed similar relationships with corporate entities, generally based on the model of funding support, class participation, recruiting, and access. In terms of funding levels, only limited data is available.

In the area of academic and practitioner research, only 12 institutions provided public information as to the extent of academic and practitioner research programs. Most information that was revealed tended to be the titles of academic research, but few provide the actual research results, or any indication of practitioner research.

### **Program Evolution**

In evaluating the programs across key parameters such as number of sales-specific classes, designation as a center by their university, degrees offered at the graduate and undergraduate level, institution programs were categorized into *embryonic*, *emerging*, *developing*, *mature*, and *robust* – providing some measure of comparison between an increasing variety of programs.

Compared to the surveys done in 2007 (when we identified only 13 universities with *developing*, *mature* or *robust* programs and 31 universities with *emerging* or *embryonic* programs), this survey has identified 34 universities with *developing*, *mature*, or *robust* programs and 34 with *emerging* or *embryonic* programs.

# **SURVEY ELEMENTS**

# **SURVEY ELEMENTS**

## **INTRODUCTION**

DePaul University's Center for Sales Leadership conducts a biennial survey of the existence, content, and scope of sales education programs in universities and colleges in the United States to determine individual and overall progress towards excellence in the education area across a variety of sales education programs.

## **PURPOSE OF RESEARCH**

The objectives of the program are to investigate from a wide range of reliable sources of information (including industry magazine articles, organization listings, conference attendance records and organization membership) the ongoing status of educational programs in sales and sales management at the university and college level.

The primary objective of the research is to identify for each university and college important specific information:

- Universities and colleges who teach sales and sales management
- Accreditation, demographics, and resources (physical and human)
- University, corporate, or other affiliations which enhance their program
- Degrees and course curriculum at undergraduate and graduate levels
- Corporate education, corporate partnerships, and research activities

The secondary objective of the research is to provide an evaluation and comparison of the respective programs to encourage best practices among the limited number of universities and colleges who provide education in sales and sales management.

## EXPECTED INFERRED RESULTS

As a result of conducting the research over a continuing period of time, it is our goal to provide a superior information resource for universities, colleges, students, and companies which will provide:

- Overview of the universities and colleges
- Comparative information to assist in evaluation
- Understanding of the nature and growth of programs over time

## METHODOLOGY OF RESEARCH

The survey information was collected from a variety of sources – both published and unpublished, which provide relative public information prepared by each university and college as to the existence and nature of their program. The primary source of such information was that provided by the universities and colleges themselves, as posted on their website and published in their academic catalogs.

The sources of each category of information are shown in *Appendix A – 2009 Source Information Glossary and Terms*. The collected information is shown in *Appendix B – 2009 Universities and Colleges Sales Education Programs (Summary)*; *Appendix C – 2009 Universities and Colleges Sales Education Programs (Detailed)*; *Appendix D – Sales Courses – Undergraduate and Graduate Level*, and *Appendix E – 2009 Universities and Colleges Sales Education Programs (Power Point Presentation)*.

All universities accounted for in the survey were contacted by email to confirm or amend the information presented in this report. As there were only 14 universities (20.6%) who responded to the confirmation inquiry, it is likely that some degree of error exists due to the tendency of most university and college websites to be somewhat out of date.

# **DATA ANALYSIS AND FINDINGS**

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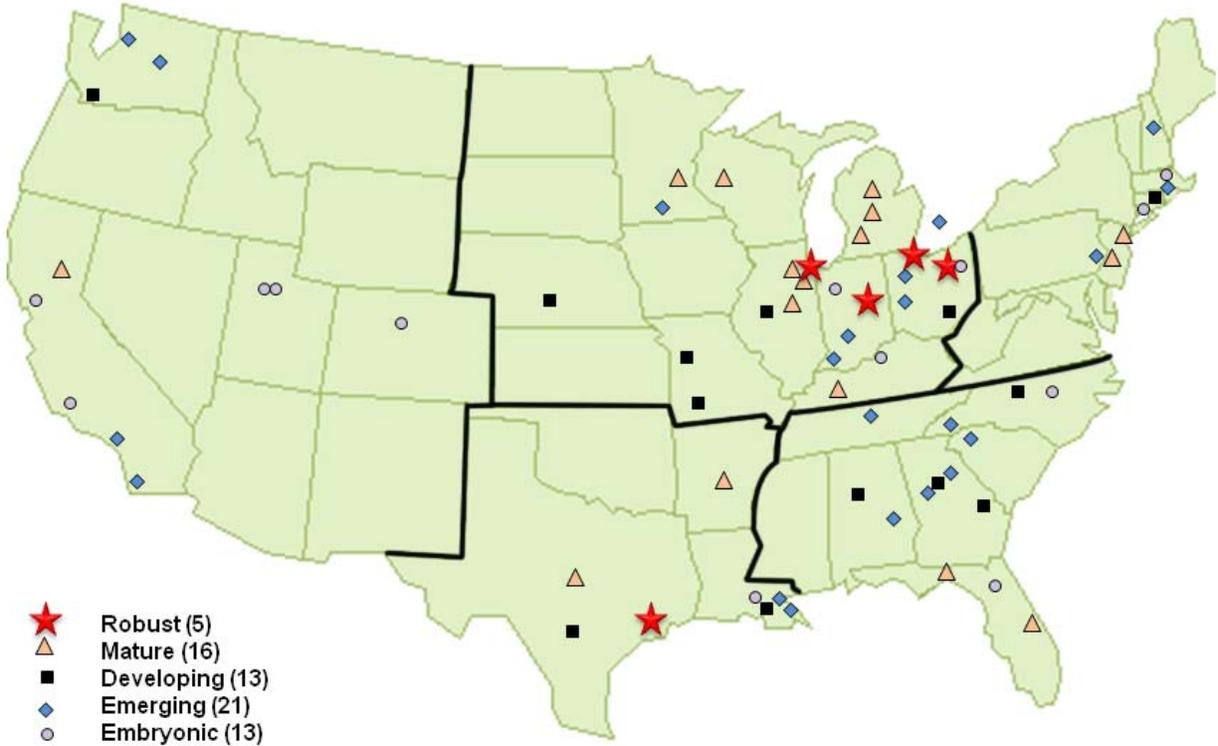
## DEMOGRAPHICS

### Organization and Geography

The list of universities and colleges accumulated during the conduct of this survey represent the best assessment of the academic universe which offers sales and sales management education to undergraduate and graduate students in the United States.

The scope of programs, as well as all other attributes of these universities and colleges is quite diverse, numbering 68 institutions in the United States (67) and Canada (1). Of those institutions, the geographic dispersion is as follows:

- Midwest 26 (38.2%)
- Southeast 14 (20.6%)
- West 11 (16.2%)
- Southwest 8 (11.8%)
- Northeast 8 (11.8%)
- Canada 1 (1.4%)



## Accreditation and Enrollment

Of the institutions surveyed, a total of 62 (91.5%) are accredited (at a minimum) in business by the AACSB (The Association to Advance Collegiate Schools of Business).

In terms of enrollment, a wide range exists in both total enrollment and business college enrollment among the institutions surveyed, with the total institution student enrollment ranging from 51,474 (University of Florida) to 2,859 (Westminster College); and the business college enrollment ranging from 9,102 (University of Central Florida) to 794 students (Widener University).

### *Top Ten Total Enrollment*

University of Florida	51,474
University of Central Florida	50,254
Michigan State University	45,166
University of Washington	41,517
Indiana University(Bloomington)	40,354
Purdue University	39,228
Florida State University	38,682
University of Houston	36,104
San Diego State University	35,832
Kent State University	34,411

### *Top Ten Business College Enrollment*

University of Central Florida	9,102
San Diego State University	7,533
Georgia State University	7,429
DePaul University	6,901
University of Florida	6,758
Florida State University	6,125
University of Alabama	5,562
Kennesaw State University	5,474
University of Houston	5,139
Western Michigan University	4,937

## Diversity

In terms of racial and gender diversity, a wide range exists in the institutions surveyed, with the racial diversity ranging from 98% non-white (Tuskegee University and Xavier University) to 8% non-white (University of Wisconsin – Eau Claire); and gender diversity ranging from 97% female (The College of St. Catherine) to 41% female (Purdue University).

### *Top Ten Female % Enrollment*

The College of St. Catherine	97%
Aurora University	71%
North Carolina Central University	66%
Southern Univ/A&M College	63%
Nicholls State University	63%
Kent State University	62%
University of San Francisco	62%
University of Ark - Little Rock	62%
Plymouth State University	61%
Georgia State University	61%

### *Top Ten Non-White % Enrollment*

Tuskegee University	98%
Xavier University of Louisiana	98%
Southern Univ/A&M College	97%
North Carolina Central Univ	96%
North Carolina A&T	93%
Georgia State University	66%
University of Houston	66%
University of San Francisco	63%
Babson College	58%
San Diego State University	57%

## Facilities

One measure of the importance of a sales education program to the faculty and administration of an institution is the willingness of the institution to establish a specific center of excellence, or physical center of operation for the sales and sales management program. Of the institutions surveyed, a total of 21 (30.9%) have supported and established such centers:

### Institution Name

Ball State University\*  
Baylor University  
Central Michigan University  
DePaul University\*  
Georgia Southern University\*  
Illinois State University\*  
Indiana University (Bloomington)\*  
Kennesaw State University\*  
Minnesota State University (Mankato)  
Nicholls State University\*  
North Carolina A&T

### Institution Name

Ohio University\*  
The College of St. Catherine  
University of Akron\*  
University of Arkansas (Little Rock)  
University of Houston\*  
University of Nebraska (Kierney)\*  
University of Toledo\*  
Western Carolina University  
Western Kentucky University  
William Patterson University\*

\*Designates capability for A/V recording of coaching instruction and sales presentations available at 13 of the centers, as well as at Florida State, Middle Tennessee University, The College of New Jersey, University of Central Florida, and Northern Illinois University who do not have a designated center – but do have sales labs.

## Affiliations

Many universities have affiliations with corporate entities, foundations, major sales competitions, or academic groups which encourage the development of sales and sales management education throughout the country. Some of these influential groups are as follows:

### *3M<sup>®</sup> Frontline Initiative*

A total of 10 schools are involved with The 3M Company in a sales initiative supported by 3M to encourage the development of sales education programs in schools of diverse population. The current active members of the 3M<sup>®</sup> Frontline Initiative are:

- Baylor University
- DePaul University
- Indiana University (Bloomington)
- North Carolina A&T
- Southern University and A&M College
- The College of St. Catherine
- Tuskegee University
- University of Houston
- University of Toledo
- Xavier University of Louisiana

*USEF (United States Education Foundation)*

A total of 35 institutions are listed in the most recent (2009) edition of “Top University Sales Education Programs”, an annual supplement in *Selling Power*<sup>®</sup>. The supplement is funded by university advertising, supplemental funding from the USEF (a non-profit organization founded by H.R. Chally) and *Selling Power*<sup>®</sup> magazine.

*USCA (United Sales Center Alliance)*

A total of 16 institutions are members of the USCA, a group of universities and colleges whose purpose it is to support the development and expansion of sales education in the United States. Membership is classified as “Full” or “Associate”, depending upon the status of the institution in the membership process.

**Full Members**

Baylor University  
Georgia Southern University  
Illinois State University  
Indiana University  
Kennesaw State University  
Northern Illinois University  
Ohio University  
The University of Akron  
University of Houston  
University of Toledo  
William Patterson University

**Associate Members**

Bradley University  
DePaul University  
Minnesota State University (Mankato)  
The College of St. Catherine  
Western Kentucky University

*Kennesaw University NCSC (National Collegiate Sales Competition)*

A total of 50 institutions attend the largest annual sales competition in the United States, sponsored by Kennesaw University – an event which also draws a large contingent of corporate firms as sponsors and recruiters. Specific universities are shown in Appendix C.

## **UNDERGRADUATE ACADEMIC PROGRAMS**

### **Degrees**

In analyzing the various degrees offered by the institutions in this survey, they generally fall into five areas – no degree, concentrations, minors, majors, or some combination of degrees, depending upon the major, area of study, and other factors within individual institutions.

*No Degree*

In the survey institutions, a total of 33 (48.5%) offered no degree designation of any kind.

### *Concentrations, Minors, Majors and Combinations*

In the survey institutions, the remainder of institutions (35) offered at least the level of concentration, with some offering combinations with/and higher degree level considerations as follows:

• Concentration Alone	18
• Concentration/Minor	4
• Concentration/Minor/Major	2
• Concentration/Major	2
• Minor Alone	3
• Major Alone	2
• Minor/Major	4

While a number of degrees are “named” differently at the concentration level, they still represent the lowest level of recognition available to students in the programs. In some cases, this is due to university policy or the restriction of concentrations to sales courses taken by students outside of a business or marketing department discipline. For the purposes of this analysis, the following typical concentration designations are used by a number of universities:

- Certificate
- Concentration
- Emphasis
- Option
- Sequence
- Specialization
- Track

In the majority of instances, no more than 3 sales courses are required to achieve the concentration certification.

### *Minors and Majors*

When viewing the nature and extent of the degree offerings, it is important to note that only 13 institutions offer a minor degree; and only 10 institutions a major degree, either alone or in combination with another designation, and 6 institutions are represented in both minor and majors (offering both).

The information appears to reflect the continuing resistance of the academic community to view sales education as worthy of the same type of accreditation and recognition as other academic disciplines.

In the majority of instances, roughly 4-6 sales-specific courses are required to achieve a minor or major certification, although there are a number who are less stringent.

<u>Name of Institution</u>	<u>Degree Offered</u>	
	<u>Minor</u>	<u>Major</u>
Aurora University	X	
Ball State University	X	
Baylor University		X
Bradley University	X	
Central Michigan University	X	
DePaul University	X	
Florida State University		X
Kennesaw State University		X
Missouri State University	X	X
The College of New Jersey	X	
The College of St. Catherine	X	X
University of Akron	X	X
University of Arkansas – Little Rock	X	
University of Toledo	X	X
Western Kentucky University	X	X
Western Michigan University		X
William Patterson University	X	X

The fact that only 17 institutions offer either a minor or major in the field is a testament to the continued resistance in the academic community to this area of study.

### **Undergraduate Classes**

In analyzing the various classes offered at the undergraduate level to those desiring a sales education, they appear in several broad areas (although each individual institution may elect different name for specific courses). A listing is shown in *Appendix D*.

The broad areas of specialization (10) and number of course titles (225) within the sales curriculum among the respondent institutions are:

- Communication (11)
- Basic Selling (59)
- Advanced Selling (28)
- Sales Management (52)
- Key Account Management (8)
- CRM (9)
- Negotiation (9)
- Persuasion (3)
- Leadership (9)
- Other (37)

The emergence of a large number of Advanced Selling and Sales Management courses indicates a trend in expansion of the curriculum in many institutions. A trend is also seen in the addition of more Communication courses, as well as the emergence of Negotiation and Persuasion courses. CRM and Leadership courses are still relatively rare in the institutions surveyed in the study.

### **Student Attendance and Graduation**

No reliable data exists on university websites or other sources which reflects the student attendance in sales classes or annual graduation statistics. In following surveys, we will likely use direct surveying of the institutions to request this exact data in a consistent reporting model.

## **GRADUATE ACADEMIC PROGRAMS**

### **Degrees**

In analyzing the various degrees offered by the institutions in this survey, there are only 8 institutions who even offer sales education at the graduate level. A degree designation (if any) provided by each institution is shown below, as well as the number of courses

<u>Name of Institution</u>	<u>No. of Courses</u>	<u>Degree Offered</u>
Ball State University	3	MBA - Sales Management Option
DePaul University	4	MBA - Sales Concentration
Georgia State University	3	-
Illinois State University	1	-
University of Akron	2	MBA - Global Sales Mgmt (Concentration)
University of Houston	3	Certificate in Sales Leadership
University of Toledo	3	Professional Sales Concentration
Western Kentucky	1	-

### **Graduate Classes**

In analyzing the 20 various classes offered at the graduate level to those desiring a sales education, they appear in several broad areas, but as one might expect, the general level of course is significantly higher, focusing on advanced techniques in the field of sales. A listing is shown in *Appendix D*.

The broad areas of specialization and number of course titles within the sales curriculum among the respondent institutions are:

Communication (1)  
Basic Selling (2)  
Advance Selling (1)  
Sales Management (7)  
Key Account Management (2)  
CRM (5)  
Negotiation (1)  
Leadership (1)

Of the 8 programs, all 8 teach sales management at the graduate level.

### **Student Attendance and Graduation**

No reliable data exists on university websites or other sources which reflects the student attendance in sales classes or annual graduation statistics. In following surveys, we will likely use direct surveying of the institutions to request this exact data in a consistent reporting model.

## **OTHER AREAS**

### **Corporate and Adult Programs**

While it is generally acknowledged that most faculty at all of the institutions are engaged on a regular basis in corporate training, consulting, and adult education, only a few institutions publicly display their capabilities and programs on their websites.

The 13 institutions significantly providing public information as to the available programs are:

- Aurora University
- Ball State University
- DePaul University
- Illinois State University
- Kennesaw State University
- Northern Illinois University
- Ohio University
- The College of St. Catherine
- University of Akron
- University of Central Florida
- University of Houston
- University of Toledo
- William Patterson University

The nature and extent of corporate training, consulting, and adult education programs can be found by visiting the links to individual sites provided in *Addendum C*.

### **Corporate Partnerships and Benefits**

As the visibility of sales education programs rises, many institutions have developed mutually beneficial relationships with local and national corporations in which the corporations assist the programs with funding, advisory direction, and student recruitment. In turn, these corporations are often permitted to help in the classrooms through lecturing and a discussion of job opportunities in the field, and are generally provided preferential access to students graduating from the program for purposes of recruitment.

The 22 institutions significantly providing public information as to the extent of their business partner relationships are:

- Ball State University (19)
- Baylor University (12)
- Bradley University (7)
- DePaul University (17)
- Illinois State University (13)
- Indiana University (9)
- Kennesaw University (11)
- Middle Tennessee State University (Unlisted)
- Northern Illinois University (13)
- Ohio University (36)
- Texas State University (Unlisted)
- The College of New Jersey (1)
- The College of St. Catherine (11)
- University of Akron (Unlisted)
- University of Arkansas – Little Rock (4)
- University of Central Florida (26)
- University of Connecticut (6)
- University of Houston (30)
- University of Nebraska at Kierney (7)
- University of Toledo (15)
- Western Carolina University (3)
- Western Kentucky University (6)

The nature and extent of corporate partnerships and benefits can be found by visiting the links to individual sites provided in *Addendum C*.

## Academic and Practitioner Research

As the number of sales education programs has grown over time, many of the institutions have engaged in significant academic and practitioner research in the area of sales and sales management.

The 12 institutions significantly providing public information as to the extent of their academic and practitioner research are:

- Babson College
- Baylor University
- DePaul University
- Illinois State University
- Missouri State University
- Northern Illinois University
- Ohio University
- Texas State University
- The College of New Jersey
- The College of St. Catherine
- University of Akron
- University of Houston

The nature and extent of research information available in institutions can be found by visiting the links to individual sites provided in *Addendum C*.

## PROGRAM EVOLUTION

### Key Initiatives

In assessing the evolution of various institution programs, one can look at several key elements of maturation and potential:

- Enrollment in college of business
- University recognition of center status
- Number of undergraduate classes
- Undergraduate degree(s) offered
- Number of graduate classes
- Graduate degree(s) offered

The number of students who receive a degree in the undergraduate and graduate programs is a critical factor, but presently unavailable from the respective institutions in any reliable, confirmable form.

By viewing the above criteria, a maturation profile can be developed that can

provide valuable insights into the scope and quality of respective programs with regard to the generation of both quantity and quality of entry level sales candidates to industry.

## **Evolution Analysis**

Using a system which sequentially sorts the various institutions in order based on the number of undergraduate class offerings, center status, coaching facilities, degree offered, and enrollment in the college of business - an assessment of the maturity and scope of the institutions can be developed. A profile has been developed which categorizes programs as *embryonic, emerging, developing, mature, or robust* – with the indication that more *developed* institutions offer the highest potential benefits to both students and employers. Under this scenario, the following criteria were established as important measures in the assessment of such programs:

### ***Robust Programs***

These programs have the following characteristics:

- Undergraduate programs offering 5 or more sales-specific courses *and*
- Undergraduate program offers at least a sales minor or major *and*
- Graduate programs offering 2 or more sales specific-courses *and*
- Graduate program offers at least a concentration *and*
- University has designated as a center (or equivalent)

### ***Mature Programs***

These programs have the following characteristics:

- Undergraduate programs offering 4 or more sales-specific courses *and*
- Undergraduate program offers at least a sales concentration

### ***Developing Programs***

These programs have the following characteristics:

- Undergraduate programs offering 3 or more sales-specific courses *and*
- Undergraduate program offers at least a sales concentration

### ***Emerging Programs***

These programs have the following characteristics:

- Undergraduate programs offering 2-4 sales-specific courses *and/or*
- Undergraduate program offers concentration or no degree

### ***Embryonic Programs***

These programs have the following characteristics:

- Undergraduate programs offering 2 or fewer sales-specific courses *or*
- Undergraduate program offers no degree

In this analysis, no weight has been assigned to the relative size of institution enrollment, or availability of learning resources such as labs or AV capability, as most universities already possess these, even if not within the confines of the sales program.

### ROBUST PROGRAMS (5)

<b>Institution Name</b>	<b>UG Cls</b>	<b>Ctr</b>	<b>Lab</b>	<b>UG Degree</b>	<b>G Degree</b>
University of Toledo	10	Y	Y	Minor & Major	Certificate
DePaul University	9	Y	Y	Con & Minor	Concentration
University of Akron	6	Y	Y	Con & Minor & Major	Global Sales Mgmt
University of Houston	5	Y	Y	Con	Certificate
Ball State University	5	Y	Y	Con & Minor	Sales Mgmt Option

### MATURE PROGRAMS (16)

<b>Institution Name</b>	<b>Classes</b>	<b>Ctr</b>	<b>Lab</b>	<b>UG Degree</b>
William Patterson University	11	Y	Y	Minor & Major
Michigan State	8			Concentration
The College of St. Catherine	8	Y	Y	Con & Minor & Major
Illinois State University	7	Y	Y	Concentration
University of Wisconsin – EC	7			Concentration
Central Michigan University	6	Y		Concentration & Minor
Baylor University	5	Y		Concentration & Major
California State at Chico	5			Concentration
Florida State University	5		Y	Concentration & Major
Western Kentucky University	5	Y		Minor & Major
Aurora University	4			Minor
Northern Illinois University	4		Y	Concentration
The College of New Jersey	4		Y	Minor
University of Arkansas – LR	4	Y		Minor
University of Central Florida	4		Y	Concentration
Western Michigan University	4			Major

### DEVELOPING PROGRAMS (13)

<b>Institution Name</b>	<b>Classes</b>	<b>Ctr</b>	<b>Lab</b>	<b>UG Degree</b>
Bradley University	3			Concentration & Minor
Georgia Southern University	3	Y	Y	Concentration
Kennesaw State University	3	Y	Y	Major
Missouri State	3			Minor & Major
Nicholls State	3	Y	Y	Concentration
North Carolina A&T	3	Y		Concentration
Ohio University	3	Y	Y	Concentration
Texas State University	3			Concentration
University of Alabama	3			Concentration
University of Central Missouri	3			Concentration
University of Connecticut	3			Concentration
University of Nebraska	3	Y	Y	Concentration
Washington State – Vancouver	3			Concentration

### EMERGING PROGRAMS (21)

Institution Name	Classes	Ctr	Lab	UG Degree
St. Lawrence College	4			
Middle Tennessee State University	3		Y	
Plymouth State University	3			
Tuskegee University	3			
University of Georgia	3			
Western Carolina University	3	Y		
Bowling Green University	2			
Bryant University	2			
Central Washington University	2			
Clemson University	2			
Georgia State University	2			
Indiana University (Bloomington)	2	Y	Y	Concentration
Loyola Marymount University	2			
Minnesota State University - Mankato	2			
San Diego State University	2			
University of Dayton	2			
University of New Orleans	2			
University of Southern Indiana	2			
University of Washington	2			
Widener University	2			
Xavier University of Indiana	2			

### EMBRYONIC PROGRAMS (13)

Institution Name	Classes	Ctr	Lab	UG Degree
Babson College	1			
Kent State University	1			
North Carolina Central University	1			
Southern University and A&M College	1			
University of Colorado – Boulder	1			
University of Florida	1			
University of Louisville	1			
University of New Haven	1			
University of San Francisco	1			
University of Utah	1			
Westminster College	1			
California State Polytechnic University	0			
Purdue University	0			

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David Hoffmeister is an Executive in Residence at DePaul University's College of Commerce, the Director Emeritus of the Center for Sales Leadership, and is a full time, non-tenured faculty member teaching at the graduate and undergraduate academic levels within the Marketing Department.

Prior to joining DePaul University as an Executive in Residence, Dave enjoyed a successful career in sales and marketing in a wide variety of consumer product companies, such as Swift and Company, Richardson-Vicks, Procter and Gamble, Lehn and Fink, Sterling Drug, and Kodak. In these companies, Dave developed, worked on, or managed a number of familiar household names – from Butterball Turkey and Clearasil, to Lysol, NyQuil, Peter Pan Peanut Butter, Pantene, and Resolve Carpet Cleaner. During his 25 year business career, Dave managed large sales and marketing operations, served as CEO/Divisional President at four major consumer product companies, and started and owned two businesses.

Dave holds a B.S. in Chemical Engineering from University of Missouri, attended the University of Chicago 190 MBA program, received an MBA degree with honors from the Kellstadt Graduate School of Business at DePaul University, and attended the Center for Creative Leadership for advanced management development. Dave is a member and former officer of DePaul MBA Association, DePaul Alumni Association, Who's Who in American Colleges and Universities, Blue Key Honor Society, Beta Gamma Sigma (Honor Society for Collegiate Schools of Business), Phi Kappa Phi (Academic Honor Society) and three time winner of the **Clio** Award for Advertising Excellence Worldwide.

With a wide breadth of “C-level” experience, Dave spends a significant amount of his time in consulting with Fortune 500 corporations on general management, marketing, and sales issues.

Dave resides in Chicago, Illinois.

# DEPAUL UNIVERSITY

COLLEGE OF COMMERCE

*Center for Sales Leadership*



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To learn more about sales education at the university level,  
visit our website at [www.salesleadershipcenter.com](http://www.salesleadershipcenter.com)

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# **APPENDIX A**

**2009 SOURCE INFORMATION GLOSSARY AND TERMS**

### **Academic Institution Listings and Information**

The university listings were obtained from a variety of sources, including but not limited to major publications such as The Wall Street Journal's *The Top Business Schools*, U.S. News and World Report *America's Best Colleges*, Princeton Review's *The Best 361 Colleges in the United States*; membership listings in groups such as AMA (American Marketing Association), PSE (Pi Sigma Epsilon Marketing and Sales Fraternity), USCA (United Sales Center Alliance), USEF (The University Sales Education Foundation), and participation in multiple conferences and meetings, such as the NCSC (National Collegiate Sales Competition) hosted by Kennesaw University.

The name, address, business college, phone numbers, web site addresses and thumbnail sketches of each university were obtained from their respective websites.

### **University and College Enrollment Data**

Overall university enrollment data, gender and racial composition were obtained from the Common Data Set or Fact Book of each respective institution. The business school enrollment data and accreditation were obtained from the website of AACSB (The Association to Advance Collegiate Schools of Business).

### **Contact Information**

Primary and secondary contacts, publication names, the existence of an academic center for sales, or specific website links to the sales academic center was obtained from the website of each respective institution.

### **Program Information**

Academic schedule, annual enrollment, annual graduates, faculty composition, faculty facilities, and specific events were obtained from the website of each respective institution. Organization affiliation was obtained through publicly available listings of 3M Company, USEF, USCA, AMA, and PSE respectively.

### **Undergraduate and Graduate Curriculum**

Number of classes available, average class size of sales class, name of sales classes available, and degree offered at both undergraduate and graduate level was obtained from the website of each respective institution.

### **Adult Education Programs**

Adult education programs offered by each institution were obtained from the website of each respective institution.

### **Business Partnerships and Sales Research**

Business partnerships, business partnership benefits, and sales research information were obtained from the website of each respective institution.

# **APPENDIX B**

## **2009 UNIVERSITIES AND COLLEGES SALES EDUCATION PROGRAMS (SUMMARY)**

## **Information Access**

Information in this section is available in an Excel spreadsheet for sorting purposes by request only to:

David C. Hoffmeister  
Executive-In-Residence  
(312) 933-7430 or [dhoffme1@depaul.edu](mailto:dhoffme1@depaul.edu)

# **APPENDIX C**

**2009 UNIVERSITIES AND COLLEGES SALES EDUCATION  
PROGRAMS (DETAILED)**

## **Information Access**

Information in this section is available in an Excel spreadsheet for sorting purposes by request only to:

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# **APPENDIX D**

## **SALES COURSES UNDERGRADUATE AND GRADUATE LEVEL**

# Sales Courses

## Undergraduate Level

### **COMMUNICATION (C) (11)**

- Business Communication (1)
- Business Communications (1)
- Business Communication Fundamentals (1)
- Customer Intelligence and Effective Communication (1)
- Effective Business Communication (1)
- Essential Business Communication Skills (1)
- Interpersonal Communication (2)
- Introduction to Interpersonal Communication (1)
- Non Verbal Communication (1)
- Professional Business Communication (1)

### **BASIC SELLING (BS) (59)**

- Fundamentals of Sales and Networking (1)
- Introduction to Selling (1)
- Managing the Sales Process (1)
- Personal Selling (8)
- Personal Selling and Buying Processes (1)
- Personal Selling and Relationship Management (1)
- Principles of Selling (5)
- Professional Sales (2)
- Professional Sales Techniques (1)
- Professional Selling (28)
- Professional Selling and Communications (1)
- Professional Selling and Customer Relationship Management (1)
- Professional Selling and Sales Management (2)
- Professional Selling Skills I (1)
- Sales (1)
- Sales Career Orientation and Management (1)
- Sales Strategy and Practices (1)
- Strategic Personal Selling (1)
- The Professional Sales Process (1)

### **ADVANCED SELLING (AS) (28)**

- Advanced Personal Selling (1)
- Advanced Professional Sales (2)
- Advanced Professional Selling (6)
- Advanced Sales (2)
- Advanced Sales and Leadership Communication (1)
- Advanced Sales Topics (1)
- Advanced Selling (3)

Advanced Selling and Negotiating Skills (1)  
Advanced Selling Strategies (1)  
Advanced Selling Techniques (3)  
Advanced Selling Topics (1)  
Advance Topics in Professional Sales (1)  
Consultative Selling (1)  
Seminar in Advance Professional Selling (1)  
Professional Sales: Customer Centered Selling (1)  
Professional Selling and Communications II (1)  
Professional Selling Skills II (1)

**SALES MANAGEMENT (SM) (52)**

Marketing and Sales Management (1)  
Professional Selling and Sales Management (1)  
Sales Executive Management (1)  
Sales Force Management (5)  
Sales Management (43)  
Sales Force Strategy and Management (1)

**KEY ACCOUNT MANAGEMENT (KAM) (8)**

Account and Territory Management (1)  
Account Management and Professional Selling (1)  
Advanced Sales: Strategic Account Management (1)  
Key Account and Customer Relationship Building (1)  
Key Account and Relationship Management (1)  
Key Account Selling (1)  
Strategic Account Management (2)

**CRM (CRM) (9)**

Customer Relationship Management (3)  
Customer Relationship and Marketing Management Concepts (1)  
Customer Relationship and Marketing Management Technologies (1)  
Sales Information Systems and Technologies (1)  
Sales Technology Application (1)  
Sales Strategy and Technology (1)  
Sales Strategy and Technology II (1)

**NEGOTIATION (NEG) (9)**

Advanced Personal Selling and Negotiation (1)  
Business Negotiations (1)  
Fundamentals of Business Negotiations (1)  
Negotiating and Conflict Resolution (1)  
Negotiations (2)  
Negotiation Techniques for Conflict Resolution (1)  
Sales Management and Negotiation (1)  
The Art and Science of Negotiation (1)

**PERSUASION (PER) (3)**

Persuasion (1)  
Persuasion and Social Influence (1)  
Persuasion Theory (1)

**LEADERSHIP (LDR) (9)**

Leadership (2)  
Leadership in Business and Technology (1)  
Leadership in Sales Management (1)  
Leadership in Sales Organizations (1)  
Sales Force Leadership (2)  
Sales Force Management and Leadership (1)  
Sales Management and Leadership (1)

**OTHER COURSES (OTH) (37)*****Behavioral (6)***

Buyer Behavior (3)  
Consumer and Organizational Behavior (1)  
Organizational Selling (1)  
Sales Motivation and Performance (1)

***Category Management (2)***

Category Management (1)  
Category Management II (1)

***Personal Development (8)***

Advanced Business Communication (1)  
Advanced Business Presentations (1)  
Advanced Business Writing (1)  
Business Writing (1)  
Ethics and Integrity in Selling (1)  
Professionalism for Marketing and Sales (1)  
Prospecting Methods (1)  
Sales Promotion (1)

***Planning and Purchasing (7)***

Marketing and Sales Forecasting (1)  
Professional Sales Planning and Analysis (1)  
Procurement and Supply Management (1)  
Purchasing and Business Relationship Management (1)  
Purchasing Policies and Procedures (1)  
Sales Forecasting (1)  
Sales Forecasting and Market Analysis (1)

***Specialty Areas (11)***

- Building Financial Relationships (1)
- Business to Business Selling (1)
- Competitive Sales (1)
- Directed Studies in Sales (Internship) (1)
- Financial Services Sales (1)
- Financial Services Selling (1)
- Industrial Sales Negotiations (1)
- Marketing and Selling Travel and Tourism (1)
- Medical and Pharmaceutical Selling (1)
- Selling into Managed Care (1)
- Targeting Retail Consumers (1)

***Strategic (3)***

- Global Perspectives in Sales (1)
- Sales Strategy (1)
- Strategic Issues in Sales (1)

# Sales Courses Graduate Level

## **COMMUNICATION (C) (1)**

Effective Business Communication (1)

## **BASIC SELLING (BS) (2)**

Professional Sales (1)

Professional Selling Skills and Practices (1)

## **ADVANCED SELLING (AS) (1)**

Strategic Selling (1)

## **SALES MANAGEMENT (SM) (7)**

Customer Sales Leadership (1)

Sales Management (4)

Leading Business Development (1)

Seminar in Selling and Sales Management (1)

## **KEY ACCOUNT MANAGEMENT (KAM) (2)**

Key Account Sales (1)

Strategic Account Management (1)

## **CRM (CRM) (5)**

Sales Strategy and Technology (1)

Customer Relationship Management (3)

Category Management (1)

## **NEGOTIATION (NEG) (1)**

Business Negotiations (1)

## **LEADERSHIP (LDR) (1)**

Sales Force Leadership and Strategy (1)

# **APPENDIX E**

**2009 UNIVERSITIES AND COLLEGES SALES EDUCATION  
PROGRAMS  
(POWER POINT PRESENTATION)**

## **Information Access**

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