

WSU Department of Professional Sales Five-year Program Review Committee Report

To: Blake Nielson, Chair
 WSU Department of Professional Sales

From: External Review Team:
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 Subject: External Review Committee's Report

The external review committee, comprised of Edward Walker and Jennifer Warnas, visited the Weber State University Sales Program on March 16, 2017. The committee toured the program's facilities interviewed students, faculty, and staff associated with the program. Our report is based upon this site visit.

Evaluation of Standards

Strengths/Challenges	Standards <i>(as listed in the report guidelines)</i>
Program Strengths	A – Mission Statement C – Student Learning Outcomes and Assessment D – Academic Advising G – Relationships with External Communities H – Results of Previous Program Reviews
Program Challenges	B – Curriculum E – Faculty F – Support (Facilities, Equipment, etc.)
Program Weaknesses	None
Recommendations	Detailed Explanations by Standard (below)

Program Strengths

Mission Statement

Student Learning Outcomes and Assessment

The program's outcomes and assessments are clearly defined and designated on the curriculum map by course demonstrating the level in which the student will learn and practice that designed outcome within the program. The three tiers of demonstration are Mastery, Adequate and Developing which have been equally distributed throughout the core classes of the Professional Sales degree. Each class provides an Evidence of Learning detailed analysis and clearly articulates the measurable learning outcome, the threshold of evidence of student learning, a method of measurement, findings linked to the learning outcomes, interpretation of findings, and the action plan/use of results. Within each course, the student sets personal goals that will provide additional measurement and evidence of student learning. The measurable learning outcomes have been designated into 14 different competencies and reviewed on a four-year cycle.

Academic Advising

Faculty advisement is a strength of the department. One faculty member (Dr. Steven Eichmeier)

doctorate degrees whose tenure will depend on conducting research and publishing. Conversely, their teaching program benefits greatly from having faculty experienced in sales. The artful balance between sales experience and advanced degrees among future faculty will be critical to the continued success of the department. Given the growth and focus of the university and their