



The University of Georgia

University Council
Athens, Georgia 30602

March 13, 2008

UNIVERSITY CURRICULUM COMMITTEE – 2007-2008

Mr. David E. Shipley, Chair

Agricultural and Environmental Sciences - Dr. Timothy L. Foutz

Arts and Sciences - Dr. Charles L. Platter (Arts)

Dr. Rodney Mauricio (Sciences)

Business - Dr. Stephen P. Baginski

Ecology - Dr. James Porter

Education - Dr. Todd D. Dinkelman

Environment and Design - Mr. Scott S. Weinberg

Family and Consumer Sciences - Dr. Jan M. Hathcote

Forestry and Natural Resources - Dr. Ron H. Hendrick

Journalism and Mass Communication - Dr. Wendy A. Macias

Law –

Pharmacy - Dr. Keith N. Herist

Public and International Affairs - Dr. Jeffrey D. Berejikian

Public Health – Dr. Phaedra S. Corso

Social Work - Dr. Patricia M. Reeves

Veterinary Medicine - Dr. Paige Carmichael

Graduate School - Dr. Malcolm R. Adams

Undergraduate Student Representative – Ms. Amrita Veliyath

Graduate Student Representative – Mr. Chris Johnson

Dear Colleagues:

The attached proposal for an Area of Emphasis in Professional Selling under the major in Marketing (B.B.A.) will be an agenda item for the March 21, 2007, Full University Curriculum Committee meeting.

Sincerely,

Mr. David E. Shipley, Chair
University Curriculum Committee

cc: Dr. Arnett C. Mace, Jr.
Professor Jere W. Morehead



The University of Georgia

Terry College of Business
Department of Marketing and Distribution

January 11, 2008

UGA Curriculum Systems

The Department of Marketing and Distribution proposes the inclusion of an Area of Emphasis in Professional Selling be added to the marketing major. This is a strengthening of our current sales sequence of two courses: MARK 4210 and MARK 4220. The requirements for the area of emphasis include the following:

- Completion of MARK 4210 (Professional Selling and CRM) with a grade of a B or better.
- Completion of MARK 4220 (Sales Force Strategy and Mgt) with a grade of a B or better.
- Completion of MARK 4500 (Services Marketing) with a grade of a C or better.
- Completion of MARK 4800 (Marketing Internship) with an approved professional selling position and a grade of S.
- Participation in the Terry Professional Selling Competition.
- Participation in the sales mentoring program.

The purpose of this area of emphasis is to allow students to specialize in the professional selling area of marketing and to distinguish those students who excel in that area. For that reason, we are requiring a grade of B or better in the two professional selling courses. All of the courses in the area of emphasis are already offered on a regular basis by the department. The Marketing Department has worked with the Marketing Department Executive Advisory Board to ensure that approved internships and mentors will be available to students who complete the other requirements.

Richard J. Fox
Interim Department Head

