Undergraduate Curricular Program Assessment Plan

Assessment Plan Name: Professional Sales
Applicable Major(s)/Degree(s), Minor(s), and/or Certificate(s): Professional Sales BBA
Related Assessment Plan: Additional program learning outcomes for the degree are assessed as part of the Business and Economics Core.
Assessment Plan Zlink: https://z.umn.edu/ProfSalesAssessPlan

Date Updated: Fall 2025

Section 1: Program Learning Outcomes and Assessments

This table summarizes all program learning outcomes (PLOs) and assessment details used for assessment reporting. PLOs identify what students will know and do as a result of completing the program. Please reference Campus Student Learning Outcomes (SLO) for the column below.

Program Learning Outcome(s)	Campus SLO Alignment	Assessment Report Years (Data Collection/Report)	Assessment Measures and Where Collected	Assessment Methods	Performance Indicators
PLO 1: Effectively plan and execute sales presentations in professional sales environments.	SLO6	2025-26/Fa26 2028-29/Fa29 2031-32/Fa32	Presentation in MKTG 4742 Advanced Professional Selling.	Rubric for team sales role play	75% of students assessed will meet or exceed satisfactory performance
PLO 2: Build compelling sales recommendations based on business insights developed from key metrics calculations.	SLO3	2025-26/Fa26 2028-29/Fa29 2031-32/Fa32	Case study analysis in MKTG 3731 Sales Analytics.	Rubric for case study	75% of students assessed will meet or exceed satisfactory performance

Section 2: Program Assessment Processes

Faculty teaching MKTG4742 and MKTG3731 will conduct program assessment, and the Program Director will compile and review results. Assessment results will assist the Program Director and Faculty teaching MKTG4742 and MKTG3731 in developing individual and team projects that will enhance the learning experiences and knowledge of professional sales majors. The Sales Program Advisory Board and other companies will be used as a source for relevant B2B cases for MKTG4742, data sets for MKTG3731 and to advise on student learning outcomes for future assessments.

Section 3: Alignment of Courses to Program Learning Outcomes (PLO)

This table lists required courses for the program within the appropriate unit (department, college) and shows the alignment with the program learning outcomes.

- Courses are listed in order by course level, beginning with 1xxx courses.
- Courses used as part of Program Assessment are noted by: P = Program Assessment Reporting
- Course-to-program learning outcome alignment is noted as: I = Introduced, R = Reinforced, and E = Emphasized
- Courses shown in the table are effective for the fall 2025 catalog

Course Subject, Number, and Name	PLO 1	PLO 2
MKTG 3711 - Marketing Research (3 cr)	I	I
MKTG 3731 - Sales Analytics (3 cr)	R	E, P
MKTG 3741 - Fundamentals of Selling (3 cr)	I-R	I-R
MKTG 4731 - Consumer Behavior (3 cr)		I
MKTG 4742 - Advanced Professional Selling (3 cr)	E, P	R