

A - New Course Proposal V. 7.2022 : Entry # 3516**DEAN Decision**

Approved

Date

10/03/2025

Is this course intracollegiate or intercollegiate?

Intracollegiate

SCHOOL EPC Decision

Approved

Date

11/09/2025

Begin Form**Today's Date**

08/30/2025

Your Name:

Mark Michael

Your Email:mmichael@highpoint.edu**Are you a Department Chair?**

No

Department Chair Name

Professor Larry Quinn

Email address of your Department Chairlquinn@highpoint.edu**By checking below, I certify that my department chair has seen and approved the new course that I am proposing.**

Yes

Please select the appropriate school overseeing this proposal:

Entrepreneurship

When should this proposal take effect?

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Fall 2026

Information for the Registrar**Choose the department designator from the list below.**

SLS

Proposed Course Number?

4600

Is this course cross listed?

No

Does this course replace a current course?

No

What is the title of the new course?

Advanced Topics in Professional Selling

Write the catalog description of your proposed course:

This capstone sales course provides sales students with the opportunity to study advanced topics in business to business (B to B) professional selling. Students will explore key topics such as sales channel management, large project sales, sales operations and emerging trends or topics. This course emphasizes experiential learning, case studies and team projects to prepare students for a breadth of opportunities in sales careers. Learning outcomes include the ability to identify and analyze key issues in channel management, ability to describe the implementation and management of sales channels, demonstrating understanding of major account management and large project sales methodologies, and the ability to describe the elements and practice of sales operations.

How many credit hours will this course be?

4

How will the course be graded?

Letter grade

Please select the course repeat option for this course:

Not repeatable for credit

What is the offering cycle for this course?

Every semester

Does your course have any prerequisites?

Yes

Please list all prerequisites this course requires:

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SLS 3600, Sales Major or Minor, Senior Status or permission of the instructor

Is this new course being proposed because of a new or revised major or minor proposal?

Sales Major and Sales Minor

September 2025

Larry Quinn, Chair of the Department of Sales

Gen Ed and Academic Programs**Is this course part of Gen Ed?**

- No

Does this course count towards a major or a minor?

Yes

Please list the Major / Minor and if it is Required or Elective

SLS Major - Required/ SLS Minor-Elective

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

Our department mission is to prepare students for sales careers today and in the future and this course will provide additional support for us to fulfill that mission. Sales is ever evolving, and this course gives us a vehicle to prepare our students for those changes. In addition, in discussions with our stakeholders, (partner companies, students and professors of the practice) we have realized that an additional "capstone" class could help ensure that our students have the required depth of understanding of the breadth of topics that they will need to be successful in their careers.

List all student learning outcomes for this course.

1. Describe the implementation and management of sales channels, including distribution channel design and routes to market.
2. Identify and analyze key issues in sales channel management, such as channel conflict, loyalty, competence, and omni-channel strategies.
3. Evaluate emerging topics impacting sales and sales organizations, including the influence of artificial intelligence, industry changes, and globalization.
4. Demonstrate understanding of major account management for both domestic and global contexts.

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5. Compare and contrast large project sales methodologies, including project management aspects and working with multiple stakeholders.
6. Describe the elements and practice of sales operations, including compensation models and sales planning/forecasting.
7. Demonstrate mastery of advanced sales topics through experiential learning, mentor interviews, and final team presentations.

List any units or content areas that will be required for all sections of this course.

Sales Channel Management
Major Account Management
Large Project Sales
Sales Operations
Trending Topics

List any assignments, tests, or other assessments that will be required for all sections of this course.

Exams with content from each major topic area
Case Studies from each major topic area
Sales Mentor Interviews and analysis
Final group project and presentation

List any readings or other materials that will be required for all sections of this course.

Strategic Account Management, Channel Management and Sales Operations TBD
Sales Management that Works, Frank Cespedes, Harvard Business Review Press 2021
Relevant Journal Articles

List any course policies that will be required for all sections of this course.

Class and Congdon School of Entrepreneurship Policies:

Assignments and homework are listed on the Syllabus, additional details, changes and other announcements will be made on Blackboard. Check Blackboard daily to keep current with this class, missed assignment deadlines have consequences! If you have questions or need out-of-class assistance you should take advantage of the posted office hours or email to set up an appointment at a mutually acceptable time.

Assignments:

All assignments must be submitted by the due date indicated in the course schedule. Late submissions will NOT be accepted. In cases of genuine emergencies or unusual circumstances, I may allow late submissions for full or partial credit, depending on the circumstances. However, any hardships you may encounter that could cause a delay in the submission of any assignment should be brought to my attention, when possible, at least two days before the assigned due date.

Returning Assignments to Students:

Please bear in mind that while you as a student only must write one paper at a time, the professor has to read, evaluate and grade the entire class each time an assignment is collected. The process of grading and verification of original work takes time. The professor will endeavor to return assignments as efficiently as possible given the workload involved in grading papers.

The Writing Center:

The Writing Center provides writing assistance for students at any at any level of study – from freshman to graduate – at any stage in the writing process, from invention through revision. Visit <http://www.highpoint.edu/academicservices/writing-center/> to learn more. Go to <https://highpoint.mywconline.com/> to make an appointment. Appointments can only be made through the online portal. Writing Center tutors do not proofread or edit students' papers for them, but they do work with students to help them develop strategies for improving their writing in light of their respective assignments, instructors, and writing styles. For more information, contact Writing Center Director, Dr. Justin Cook at jcook3@highpoint.edu or (336) 841-2841.

Honor Code:

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High Point University values students' learning experiences, and that experience requires academic honesty, including that students submit their own original work. Please refer to the university Honor Code below. Failure to follow the guidelines of the honor code will result in a zero grade for the specific assignment, potential dismissal from the course, and potential action by the HPU Honor Council.

The University Honor Code:

"We, the students of High Point University, believe that honesty and integrity are essential to student development, whether personal, social or academic. Therefore, we assert that:

- Every student is honor-bound to refrain from conduct which is unbecoming of a High Point University student and which brings discredit to the students and/or to the University;
- Every student is honor-bound to refrain from cheating;
- Every student is honor-bound to refrain from collusion;
- Every student is honor-bound to refrain from plagiarism;
- Every student is honor-bound to confront a violation of the University Honor Code;
- Every student is encouraged to report a violation of the University Honor Code."

All instances of academic dishonesty will be reported: https://cm.maxient.com/reportingform.php?HighPointUniv&layout_id=1

If the student accepts responsibility, the instructor can adjudicate this case directly by completing the Resolution Form provided by the Office of Student Life. Second and subsequent offenses will automatically be brought before the Honor Court for a hearing.

Disabilities and OARS Accommodations in the Classroom:

High Point University is committed to ensuring students with disabilities have equal access to all services and benefits at High Point University in accordance with its obligations under the Americans with Disabilities Act of 2008 and Section 504 of the Rehabilitation Act of 1973. If you require accommodations due to a diagnosed disability, you must register with the Office of Accessibility Resources and Services (OARS) and submit appropriate medical documentation. Typically, following the registration process, a student will engage in an interactive process with OARS to provide a clear understanding of the student's disability-related functional limitations and how the requested accommodations will provide equal access. OARS staff (in conjunction with HPU faculty members, at times) will determine appropriate individualized accommodations to provide equal access to the student without fundamentally altering the academic or professional standards of the program of study. Accommodations are not retroactive. For more information regarding the process of requesting and implementing reasonable accommodations, please visit www.highpoint.edu/oars. You may also contact OARS at oars@highpoint.edu or by telephone at 336-841-9026, for additional information. The Office of Accessibility Resource and Services is located on the 4th Floor of Smith Library.

If you have an OARS accommodation letter, you are required to do the following:

- a) Meet with your professor privately during office hours or a scheduled appointment as early in the semester as possible to discuss implementing your accommodations.
- b) Give your professor reasonable notice (at least three business days) to implement your accommodations.
- c) If you have testing accommodations and we determine together that it would be best for you to take exams in the OARS testing center, you must arrange through OARS with sufficient notice (3 business days for exams/quizzes and 6 business days for midterms and final). If you do not arrange your exam with OARS, I will not be able to provide extended time, assistive technology, or a distraction-free environment, but you will be able to take the exam with the class.
- d) If you experience any access barriers in this course that are part of your OARS accommodations, such as with printed content, graphics, online materials, or any communication barriers, reach out to your professor or OARS right away.

Attendance Policy:

High Point University recognizes and honors the value of face-to-face classroom experiences for enhancing student engagement and academic outcomes. As such, all students are expected to attend class, except for the following circumstances: 1) illness or quarantine; 2) a family emergency; 3) OARS (Office of Accessibility Resources and Services) – approved online accommodations; 4) other reasons pre-approved by your instructor; or 5) religious holiday or university-approved trip.

In accordance with the School of Entrepreneurship, unless otherwise noted: for classes meeting one day a week, the student will be allowed one (1) absence; for classes meeting two times a week, each student will be allowed three (3) absences, however, after two (2) absences, students will be flagged in Starfish; and for classes meeting three times a week, each student will be

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allowed four (4) absences, however after three (3) absences, students will be flagged in Starfish. A subsequent absence may result in the student being dropped from the class. Please keep track of your absences. If you will not be in class for any reason, it is your responsibility to inform your instructor in advance via email.

Please note that attendance concerns will be flagged in Starfish. Excessive absences that do not fall within the circumstances listed above must be discussed with the instructor and may result in being dropped from the course.

The Congdon School of Entrepreneurship will work to resolve any disputes, concerns or issues related to this class that a student may have. You, the student, are expected to take the initiative and communicate those issues via the following chain of command:

- Professor
- Department Chair
 - o Entrepreneurship – Kathy Elliott – kelliott@highpoint.edu
 - o Event Management – Dr. Brianna Clark - bclark1@highpoint.edu
 - o Hospitality Management – Dr. Brianna Clark - bclark1@highpoint.edu
 - o Sales – Larry Quinn - lquinn@highpoint.edu
- Dean – Lou Anne Flanders-Stec – lflanders@highpoint.edu

A student missing class when they have a specific responsibility (presentation or assignment due) will receive a grade of zero (0) for the missed assignment. Additionally, each student is expected to support other student presentations both during class time and the research presentations. Failure to do so will negatively impact the student's grade on that specific assignment.

My Availability:

I am available during office hours, by appointment or before and after classes and look forward to getting to know you during this semester. I check e-mail frequently, so this is an excellent way to get in touch with me. I have many students in my classes, so please include your full name and the class you're referring to in all emails.

Inclement Weather Policy:

Should classes be cancelled due to inclement weather, students are responsible for course material.

Policy Regarding Cell Phones and Other Personal Electronics:

Personal electronic devices should be kept in a "silent" mode or switched off during class time and stored in your backpack or purse.

Questions about or "Gray Areas" in the Syllabus:

It is your responsibility to be familiar with the course requirements and to request clarification of any policies or procedures. Excuses such as "I just didn't get around to asking you" or "I never check my e-mail" will not be respected. Regarding matters not explicitly addressed in this syllabus, the instructor will decide based on the objectives of the course and what action will protect or increase the value of the degree. If there are any questions about grades, please see the professor as soon as possible to address these concerns. While every attempt is made to stick to the Syllabus, occasionally changes will be made. Dates and grades for most assignments will also be posted on Blackboard.

Course Evaluations:

All students are expected to complete course evaluations in the week preceding final exams. These evaluations, which are delivered online, are an important part of High Point University's assessment program, so your cooperation in completing them is greatly appreciated. As the end of the semester or academic session draws near, you will receive information from the Office of Institutional Research and Assessment about how to complete the online evaluations. IMPORTANT NOTE: All communications from the Office of Institutional Research and Assessment will be sent to your High Point University e-mail account, so please be sure to check and maintain your account regularly.

Grading:

Team Performance

3 Team Cases – 4-5 Pages & Verbal Presentation (15 mins) 30%

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Final Team Project – 10%

Written and Verbal Presentation of Results & Lessons – 10-15 pages, (30 mins)

Tests & Exams 40%

4 exams – (Multiple choice and short answer essay) 10% each)

Individual Assignments 20%

Sales Mentor Insight Paper (Mentor) – 3-4 pages 5%

Sales Manager and Sales Team Member Performance 5%

Class Exercise Participation & Discussion 10%

100%

Grades will be calculated using criteria to be provided under separate document for each assignment type and included on the Blackboard Assignment page

The grading scale is:

97-100, A+; 93-96.5, A; 90-92.5, A-; 87-89.5, B+; 83-86.5, B; 80-82.5, B-; 77-79.5, C+; 73-76.5, C; 70-72.5, C-; 67-69.5, D+; 63-66.5, D; 60-62.5, D-; 0-59, F.

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

Contact hours will consist of seat time and out of class work, both individually and with their group which total 10,200 during the semester.

Sample Syllabus

- [Syllabus-SLS4600-01.docx](#)