The Sales & Business Marketing Program: Should Anyone Buy What We Are Selling?

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THE SALES & BUSINESS MARKETING PROGRAM

Should Anyone Buy What We Are Selling?

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Why Do This Study?

The SBM Program has many success indicators

- Great popularity and student satisfaction
- Strong Alumni involvement
- Strong placement and employer support
- Strong national recognition: top 5 at NCSC

This study was done to take another, alumni focused look, and see if that success would be validated or questioned.
Methodology of the Study

- **THE EASY PART**: an online survey was designed and distributed using SurveyMonkey.com and emailed to 454 alumni. 60.6% of alumni responded giving us 275 usable surveys.

- **THE HARD PART**: Having the working email list and the personal relationship with the alumni that creates 60% response rates.
  - Personal Connections
  - Early Expectations
  - Consistent System of Contact
THE RESULTS: What do our Alumni Look Like?

They are who we designed them to be.

- **Demographic Profile**
  - 80% of SBM graduates are in sales
  - SBM Alumni work in 20 different states, although 57% have remained in Michigan.
  - 63% of SBM Alumni are employed in B2B sales, while another 26% do B2C sales.
  - 71% of our graduates are in outside sales, while the other 29% do inside sales.

- **Job Task Profile**
  - Of the seven key selling tasks that we teach in the SBM Program, 88.1% of the alumni rated these as either “most critical” (43.3%), “very important” (30.7%) or “important” (14.1%) to their current job success.

- **Industry Profile**
  - 10 different industry categories employed SBM alumni, with the top three being Financial/Insurance at 15.9%, Pharmaceutical/Medical at 11%, and Communications/Technology at 10.2%
THE RESULTS: Hindsight is 20/20

The View is Mostly Positive.

- **Satisfied**
  - Across 4 key SBM Program elements (faculty, facilities, course work, & career services) **91.25%** report being satisfied (27%) or highly satisfied (64.25%) with their SBM Program experience.

- **Prepared**
  - 95% of alumni felt that they were either “highly prepared” (59%) or “adequately prepared” (36%) to succeed in an entry level sales position at the time of graduation.
  - Across a range of 11 key selling activities, **79.1%** considered themselves adequately prepared (42.7%) or highly prepared (36.4%) for success when they left the SBM Program.

- **Competent**
  - Across a range of key business competencies, **92.5%** considered that they were competent (37.25%) or highly competent (55.25%) when they left the SBM Program.
THE NEXT STEPS:

Action to Description.

- **Content Analysis**
  - We have 2 key open ended questions that still need to be formally content analyzed.
    - The informal conclusion could be summarized as a “do more” mandate by the Alumni

- **Data Mine**
  - We have the ability to take many sub-group looks at the data (gender, GPA, industry, year of graduation).
    - These views can help us understand if our overall success is consistent. Should be able to help with recruitment and retention efforts.
THE NEXT STEPS: Description to Action.

- **Communicate with Stakeholders**
  - Multiple report formats for multiple audiences
    - Students
    - Alumni
    - Employers
    - University Community
    - Business Community

- **Initiate Change**
  - Let data suggest and defend change
    - Course
    - Curriculum
    - Program changes
  - Resource Allocation MUST be part of that conversation
Questions?
Comments?

Thanks for your time and your feedback