



3-19-2007

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

James Eckert

Western Michigan University, jim.eckert@wmich.edu

Steve Newell

Western Michigan University, steve.newell@wmich.edu

Follow this and additional works at: https://scholarworks.wmich.edu/assessment_faculty_grant



Part of the Educational Assessment, Evaluation, and Research Commons, and the Marketing Commons

WMU ScholarWorks Citation

Eckert, James and Newell, Steve, "The Sales & Business Marketing Program: Should Anyone Buy What We Are Selling?" (2007). *Assessment Fellows Grant*. 13.

https://scholarworks.wmich.edu/assessment_faculty_grant/13

This Presentation is brought to you for free and open access by the Assessment at ScholarWorks at WMU. It has been accepted for inclusion in Assessment Fellows Grant by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.



THE SALES & BUSINESS MARKETING PROGRAM

Should Anyone Buy
What We Are Selling?

James A. Eckert

Steve Newell

Haworth College of Business

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