

February 8, 2017

Dr. Michael Kiphart  
Director of Academic Affairs  
Maryland Higher Education Commission  
6 North Liberty Street, 10<sup>th</sup> floor  
Baltimore, MD 21201

Dear Dr. Kiphart,

Salisbury University objects to the proposal by Stevenson University to offer a Bachelor of Science (B.S.) in Sales Management and Leadership in Maryland. As noted under Education Article § 11-206 of the Annotated Code of Maryland and the Code of Maryland Regulations 13B.02.03.25, area #3, we believe this action will cause “unreasonable program duplication which would cause demonstrable harm to another institution.

Salisbury University already offers a similar course of study and we may wish to expand our offerings. We do not categorically object to the establishment of the BS in Sales Management & Leadership by Stevenson. However, if the establishment of this BS inhibits or prevents the growth and expansion of SU’s existing program, it would cause demonstrable harm to Salisbury University. We would therefore request that if the Maryland Higher Education Commission were to approve this program, they do so with the stipulation that Stevenson University would not object to any future Salisbury proposal for a BS in Sales Management & Leadership.

#### Rationale for Objection

The proposal claims that no other school in the Maryland system offers a similar bachelor’s degree in sales or sales management (appendix 1). While factually true, Salisbury University has a number of curricular and co-curricular programs that constitute comprehensive offerings in sales and sales management. For instance, Salisbury University has been running a well-developed sales program since 2015. The Salisbury sales program is run by SU’s Mid-Atlantic Sales & Marketing Association (MASMI), to which only a select group of universities with membership in the University Sales Center Alliance (USCA) may belong.

Furthermore, since 2016, SU has been offering a Minor in Professional Sales with the following courses offered to students:

- 1) MKTG 337 Professional Selling
- 2) MKTG 407 Sales Management
- 3) MKTG 410 Advanced Professional Selling
- 4) MGMT 454 Negotiation
- 5) MKTG 401 Business Marketing
- 6) BUAD 345 Purchasing and Materials Management
- 7) MGMT 490 or BUAD 490 Marketing or Business Internship in Sales

The SU program is supported by 10 industry sponsors and has its own advisory board. In addition the SU sales program conducts its own sales job fairs, which attract national and local companies to campus.

In short, the Salisbury Sales Minor is a well-developed program that currently exists and, at this point, offers more courses and opportunities than the proposed Stevenson BS in Sales Management & leadership. Salisbury University has been a leader in cultivating a sales program and intends to develop and grow the program in the future. Thus, Salisbury University objects to the proposal by Stevenson University to offer a Bachelor of Science (B.S.) in Sales Management and Leadership if the approval of that program would hinder the great potential of Salisbury University's sales offerings. We offer as a solution that the program be approved with the stipulation that Stevenson University would not object to any future Salisbury Proposal for a BS in Sales & Sales Management.

Sincerely,



Diane D. Allen, Ed.D.  
Provost and Senior Vice President  
for Academic Affairs

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cc: file  
T. Hollander

## Appendix 1

*1. Identify similar programs in the State and/or same geographical area. Discuss similarities and differences between the proposed program and others in the same degree to be awarded.*

None of the four institutions, public or private, in Maryland offer a bachelor's degree in sales or sales management. Only Alleghany College of Maryland has a two year degree in Business Marketing and Sales.

A few Pennsylvania and North Carolina business schools have a concentration in sales or have courses in general marketing degrees. Currently Elon University (NC) is developing a Sales Management degree. The only premier sales degree "in somewhat close proximity" to Stevenson University at the present time is offered by The University of Akron (OH) and is AACSB accredited.