

**Metropolitan State University**  
**Prior Competence Evaluation Proposal Form**

Title of Prior Competence Sales and Marketing Management # of Credits 4  
Upper or Lower Division (please circle one) Date for  
Prior completed for (please circle one): grade pass/no credit Completion May 5, 2002

Students must complete this form (please type or word process) and have it approved and signed by the department chair or program faculty in the appropriate department before registering for the assessment of prior learning. At the time of registration, this completed form must be attached to the registration form. If you have any procedural questions, please call your college advising center or your advisor.

**Part I. Student completes**

Student Name <u>John Smith</u>	Student ID # <u>123-45-6578</u>
Address <u>544 Matthew Place</u>	Phone (H) <u>651-555-0316</u>
<u>Lukeville, MN 55001</u>	Phone (W) <u>651-555-7777</u>
Email address <u>jsmith@myemail.com</u>	Department of degree focus or major:
Advisor Name <u>Mary Jones</u>	<u>Management</u>

**Part II. Student completes (consulting with evaluator if needed)**

**Experience and Learning Outcomes:** In approximately 250 words, summarize the learning outcomes (what you know and can do) as a result of this experience. Describe where and how you acquired the competence, addressing as appropriate employment/volunteer experience, dates, and levels of responsibility. Please attach a separate sheet.

**Part III. Student completes (Previously Transcribed Credit)**

To avoid overlap or duplication of credits, please list all previously transcribed credits in the field, giving the full names of courses or titles of prior learning assessments or competence based evaluations. Attach copies of transcript(s).

Title <u>Intro to Marketing</u>	Number of Credits <u>3</u>
Title _____	Number of Credits _____
Title _____	Number of Credits _____

**Part IV. Student completes (consulting with evaluator if needed)**

**Competence Statement** A competence statement is a description of a learning outcome that has been achieved in a given subject area. Examples of a competence statement are: (1) Small Group Communication: Knows the theories and principles of small group communication well enough to analyze and apply them to assessing and improving one's own group communication and the communication patterns of workgroups. (2) Operating Systems: Knows history, theory, principles and techniques of operating systems well enough to compare features of different operating systems, analyze the behaviors of computer programs, and plan for the configuration and installation of operating systems.

To see additional samples of competence statements, go to [www.metrostate.edu/fc/priors/plaexamp.html](http://www.metrostate.edu/fc/priors/plaexamp.html). To help you write your statement, see the competence statement diagram at [www.metrostate.edu/fc/forms/](http://www.metrostate.edu/fc/forms/)

Your competence statement must identify the subject area, theoretical and practical elements of the subject, and either the level of your knowledge or how you apply your knowledge. Please write your statement below, or attach an additional sheet if needed.

Knows the concepts and approaches of sales and marketing management well enough to structure, implement and evaluate a successful marketing strategy plan.

**Part V. Student completes**

**List other resources and strategies used to acquire this competence that were not identified in Part II.**

A. Seminars/Conferences/Workshops

Title <u>High Potential Prospecting</u>	Presenter <u>LITS</u>	Length <u>6 hrs.</u>
Title <u>The Eleven Laws of Successful Selling</u>	Presenter <u>LITS</u>	Length <u>10 hrs.</u>

**Part V. continued**

B. Books  
 Title Be Your Own Sales Manager Author Anthony Alexandra  
 Title Sales Forecasting Management Author Mentzer/Bienstochell

C. Journals/Magazines  
 Title Selling Power Author G. Gschwanatner  
 Title Business Week Author Bell Commincation Inc.

D. Films/Videos  
 Title N/A  
 Title \_\_\_\_\_

E. Other  
 \_\_\_\_\_  
 \_\_\_\_\_

**Part VI. Evaluator completes**

Name Bill Stevens \_\_\_\_\_  Resident Faculty  
 Community Faculty

If you are not a Metropolitan State resident or community faculty member and wish to receive payment you **must** become a Metropolitan State employee. If you wish to become an employee, please provide us with the following information and attach a resume or call Metropolitan State's Human Resources Office at 651-772-7722 for more information.

Address \_\_\_\_\_ Phone (H) \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_ Phone (W) \_\_\_\_\_

I wish to waive payment. Signature \_\_\_\_\_

**Part VII. Evaluator completes**

**How will the student be evaluated?** A minimum of two evaluation methods are recommended. Check all that apply.

research paper     simulation     situational observation     journal  
 written test     written exercise     project evaluation     oral exam or interview  
 other (please describe) Design a 12-mo company marketing plan. Provide copies of Staffing A la Carte's Proposal and Contract and miscellaneous marketing materials, i.e. Star Tribune article and other press releases. Provide management strategies for recruitment, training and retention of sales staff. Develop territories and compensation package and supervision tools and techniques.

**Part VIII. Academic Department completes**

Department Chairperson or program faculty Stephanie Edwards Acct # 11658  
 (Note: This is the chairperson or program faculty of the department in which the prior competence is evaluated.)

I give consent to the above student to register for this assessment of prior learning.

Signature \_\_\_\_\_ Date \_\_\_\_\_

If approval is not given, please explain.

**Part IX. Registration Office completes**

Subcode # \_\_\_\_\_ Title \_\_\_\_\_ Date Processed \_\_\_\_/\_\_\_\_/\_\_\_\_

### Experience and Learning Outcomes

In the early 1990's, I began working in a temporary labor sales for Personnel Pool. I was extremely successful and assisted them with the designing and implementation of sales territories. In 1993, I became a licensed real estate agent and began working for Burnet Realty. Within the first 4 months, I had so exceeded sales goals that I was asked to train new recruits and be a mentor for them. I designed several seminars focusing on how to motivate and discipline one's self as an independent contractor. I also managed 5 new agents during their first six months to assist them in sales growth and development.

In 1995 I was asked to assist J. Parkins with the designing and implementation of JP Industrial temporary staffing service. During the first three months I recruited 3 sales people to work closely with me in the development and implementation of our marketing plan. I immediately designed territories, developed compensation packages, (including recognition and incentives) and short and long term quota requirements. I created our company brochure, postcard mailings, client promotions and also designed a 12 month marketing plan. As part of my managerial duties, I continued to manage, grow and assist the sales and marketing staff of JP Industrial.

In 1998, I began Help to Go. I quickly designed a marketing plan and hired two sales and marketing staff members. We design and create all our marketing materials (brochures, business cards, postcards, etc..) in house. During our first year, I created several press releases and sent them to many newspapers and magazines. The Minneapolis Star Tribune printed a front-page feature article in the June 12, 1999 newspaper. I then took this article and successfully placed it in two other newspapers, and was featured in a Food and Restaurant Magazine and we were also aired as a segment on Channel 4 News. (The approximate value of this marketing campaign was well over \$500, 000. It did not cost us anything.)

Currently, I manage a multi-million dollar operation with two divisions. Each day my Sales and Marketing team and I prospect, P/R and market our business. For most small businesses, effective marketing is a necessity. It is really impossible for you to be successful without good marketing and sales techniques. After all, this is what brings the dollars to your door!