

Comprehensive Program Review 2007

B.B.A. Program in Marketing

Brief Program Overview

Kennesaw State University first offered an undergraduate degree in Marketing in 1982. The purpose of the program is to provide high-quality, applied marketing and professional sales education to students in a collegial and ethical climate. The department strives to create and to disseminate applied marketing and professional sales knowledge through collaboration, continuous learning, innovation, and adoption of relevant technological sophistication.

Students are required to complete the general education program, which includes courses in the humanities, natural and behavioral sciences, and mathematics before advance courses in the marketing program are undertaken. To enroll in any upper division courses (3000-4000), a student must earn an adjusted GPA of 2.875 or greater for the following eight courses: MATH 1106 Elementary Applied Calculus; ACCT 2100 Introduction to Financial Accounting; ACCT 2200 Introduction to Managerial Accounting; ECON 2100 Principles of Microeconomics; ECON 2200 Principles of Macroeconomics; ECON 2300 Business Statistics; BISM 2100 Business Information Systems and Communications; BLAW 2200 Legal and Ethical Environment of Business.

Upon successfully completing this requirement, the student may choose to complete a general marketing program or may choose any one of the 3 areas of concentration (Marketing Communication, Retail Management, or Professional Selling) within the program.

Marketing majors must also earn a grade of "C" or better in the major field courses that constitute the Upper Division Major Requirements (including upper division business core courses, information technology requirement, major field requirement, and major field electives). Marketing majors must successfully complete the BBA degree requirements within six calendar years after first completing the Sophomore GPA Requirement.

The Marketing program is accredited by the Association to Advance Collegiate Schools of Business International (AACSB), the leading accrediting organization in the U.S. AACSB International is a not-for-profit corporation of educational institutions, corporations and other organizations devoted to the promotion and improvement of higher education in business administration and management.

The Marketing program plays an integral part in assisting the university to meet its stated mission by creating a positive teaching/learning environment within the classes offered; by promoting high levels of student achievement in the field of marketing; by producing scholarly works within the field of marketing and by assisting the community in the field of marketing through various service projects.

I: Evidence of Quality Enhancement Since 2003

Action Plans and Priorities Adopted for Improving the Program's Quality Since the Self-Study and UPRC Evaluation:

The following is a list of recommendations that were compiled during the 2002 program review and the 2003 follow up report in regard to the program's quality.

1. Continue to improve the technology components of our courses
2. Continue to improve the scheduling of course offerings
3. Continue to develop on-line course offerings
4. Continue development of the faculty's scholarship productivity
5. Continue development of the faculty's interaction with the professional marketing community
6. Continue to recruit highly qualified and motivated faculty
7. Build out of multi-media classrooms
8. Upgrade faculty laptops
9. Improve the regularity of direct meetings with the Advisory Board.

During the academic years since the Spring of 2003, the Marketing major has experienced a number of important improvements that were recommended within the Self-Study and follow up reports.

1. From 2003 to 2006 every professor/instructor was required to complete 15 hours of IT training each calendar year. This has increased the knowledge of teachers concerning technology and, therefore, has led to more technology components being delivered to students in courses they teach. In addition, during the course reviews, faculty noted the technology content that should be delivered to students in each perspective course. In fact, many professors have included some type of technology based assignments within their course assignments.
2. With the addition of new faculty lines, the department has been able to increase offerings by 35% (12 additional courses). These offerings have been scheduled day, night, and weekends. The department has been careful to offer each course, within a years timeframe, and at various time periods. In addition, the department has added three new courses, MKTG 3800, MKTG 4500 and MKTG 4750 and revised and redesigned the services marketing course, MKTG 4620.

3. The department has developed on-line versions of MKTG 3100, MKTG 4150, MKTG 4820 and these courses are being offered regularly each semester. Several other elective courses are currently under development.
4. The scholarly activities have shown an increase of 87%. Faculty have published 15 journal articles and 13 proceedings articles in the year 2007 compared to 5 journal articles and 10 proceedings articles in the year 2003. It should be noted that one of the journal articles was published in *The Journal of Marketing Research*, the top journal in the field of Marketing.
5. Faculty interaction with the professional marketing community has increased. Faculty have participated in 36 professional activities in the year 2006 as compared to 21 professional activities in the year 2003.
6. The Department of Marketing and Professional Sales has had the privilege to hire eight professors since 2003. Six of the eight positions were new lines and two were replacement lines for resignations/retirements. Of special note, is the hiring of one of the leading professors in the field of marketing, Dr. Joseph Hair from LSU. He hit the ground running and, with his help, the department has attracted the attention of many marketing professors who would not normally have considered KSU as a place of employment.
7. The build out of multi-media classrooms has been completed in every classroom in the Burruss building. Each classroom has the capability of overhead projection of power point shows, DVD, VHS, Internet access, and CD-rom.
8. Faculty have received flash drives to enable them to more effectively bring their class materials to the multi-media classrooms.
9. Our Advisory Board has been functional since 2004. The board meets bi-annually in December and April to discuss and give advice on curriculum and strategic issues that are pertinent to the department.

II: Evidence of Productivity Enhancement Since 2003

Action Plans and Priorities Adopted for Improving the Program's Productivity Since the Self-Study and UPRC Evaluation:

The 2002 CPR reads, "The strength of the evidence of program productivity on the annual bachelor's degree productivity is very strong."

1. Even though it was determined that no improvement was necessary as our means of providing for increased student enrollment was nonexistent, the department has experienced a 36.3% increase in the number of declared majors since 2003.

The 2002 CPR reads, “The strength of the evidence of program productivity on program completion efficiency & graduation rate is very strong.”

2. Even though it was determined that no improvement was necessary as our means of providing for increasing the number of degrees conferred by the department was nonexistent, the department has experienced a 29.5% increase in the number of degrees conferred since 2003.

The 2002 CPR reads, “The strength of the evidence of program productivity on efficiency & clarity of the program's course requirements is very strong.”

3. In 2003 the department had a graduation rate (38.7%) which was higher than the KSU average (33%) for program completion efficiency and graduation rate; no opportunities for program improvement were given. In 2006, the graduation rate as defined by the ratio of FY2006 graduates to the Fall 2006 upper division majors is 31.4 percent (ratio of 139 to 443). The favorable results attest to the high graduation rate for the department. It also compares favorably to the ratio of KSU upper-division majors (8851) to the number of KSU degrees conferred (2205) ratio of 24.9%.

The 2002 CPR reads, “The strength of the evidence of program productivity on frequency and sequencing of course offerings required for program completion is very strong.”

4. The Marketing Department offers both day and night sections of all required courses each semester and alternate day/night offerings of our elective courses each semester. Our course sequencing has had only one change since 2002. MKTG 4410, Professional Selling, is now a required course for all marketing majors. A minimum of 3 sections of this course are offered every semester and at least one of these sections is offered at night.

The 2002 CPR reads, “The strength of the evidence of program productivity on enrollment in the program's required courses is very strong.”

5. Within our staffing constraints, we have continued to address the myriad needs of day and night students so as to assure appropriate levels of program completion. We have also begun the process to offer several of our classes on line. Currently the on line options are for required courses only with hopes of expanding these to major electives in the near future.

The 2002 CPR reads, “The strength of the evidence of program productivity on instructional productivity of the faculty in the program's home department is very strong.” The follow report stated, “Due to limited classroom availability and a limited number of faculty there is not a lot of options available for improvement.”

6. In 2001, our weighted credit hour productivity per full-time-equivalent faculty member was 1,101 which was 35 percent higher than the average KSU statistic of 812 and was the fifth highest productivity rating at KSU. Currently, our weighted credit hour productivity per full-time-equivalent faculty member is 1,264 which is 17.8 percent higher than the average KSU statistic of 1073. The program is continuing to attract new students and the department will experience significant erosion in instructional quality unless new faculty positions are provided.

The 2002 CPR reads, “The strength of the evidence of program productivity on cost-effectiveness of instructional delivery in the program's home department is very strong.”

7. In 2002, our instructional expense per weighted credit hour was \$89 which was the same as the KSU average for FY2001. In 2006 our weighted credit hour production, 18,762 divided into the FY 06 budget for the department, \$1,463,229.00 shows that the departmental expense per weighted credit hour is \$77.98. This compares to a weighted credit hour expense of \$100.39 for KSU.

The 2002 CPR reads, “The strength of the evidence of program productivity on the position of the program's annual degree productivity among comparable USG programs is very strong.”

8. In 2000, The top five institutions granting marketing degrees are as follows:

1. University of Georgia	201
2. Georgia State University	178
3. Kennesaw State University	126
4. Georgia Southern University	112
5. Valdosta State University	70

In 2006, the top five institutions granting marketing degrees are as follows:

1. Georgia State University	202
2. University Of Georgia	194
3. Georgia Southern University	153
4. Kennesaw State University	139
5. University Of West Georgia	71

III. Action Plans and Priorities From the 2003 Follow-up Report That Have Been Accomplished

The Action Plans and Priorities From the 2003 Follow-up Report are as follows:

“The Department of Marketing and Professional Sales continues to strive for improvement in multiple dimensions, each with top priority, simultaneously. Specifically, the department is striving to improve performance and delivery through continuous, mandatory technical training of the faculty and peer review of each faculty member. Several faculty are sharing feedback with colleagues to engage in continuous improvement. Class scheduling solutions are being creatively addressed by administration. Friday classes are being considered. An additional instructor-level position will be filled to teach multiple classes at times convenient to our students. As the effects of a slowed national economy appear on KSU’s campus, more and better ways of delivering our products come to light. A committee is being formed to address the revitalization of the department’s advisory board.”

To date all of these action statements have been accomplished.

IV. Identify Action Plans and Priorities From the 2003 Follow-up Report That Still Need to Be Accomplished

None. See section III.

V. Program Viability

Based on the following factors, we conclude that our Marketing program is extremely viable:

- Employer demand for Marketing graduates is strong.
- Student interest in the Marketing degree is strong and the average GPA of our program graduates is high (GPA=2.75).
- Quality and caliber of the current faculty is high. Adequacy of facilities is strong.
- Adequacy of technology and learning support is strong.
- Current status of program accreditations is strong. The program has been accredited by AACSB International and by SACS.
- Status of graduation rates and scheduling frequency of required courses is strong.
- Extremely productive faculty who are dedicated to the mission of Kennesaw State University, and the Michael J. Coles College of Business

Va. How the Program Advances Goals of KSU's 2007 Strategic Plan

Goal 1, Action step 2 of the KSU plan states, **“Implement fully the Global Learning Quality Enhancement Plan required by SACS for re-accreditation.”**

The Department of Marketing has designed and implemented study abroad program at the graduate and undergraduate level since 1996. Our department has generated more study abroad credit hours than any other department on campus. This year the department offers 4 different study abroad experiences for students.

Goal 1, Action step 3 of the KSU plan states, **“Enhance the quality and quantity of technology for teaching, research, and scholarship.”**

The Department of Marketing has offered two workshops on the use of *AMOS*, a statistical software package, for all faculty at KSU. Both workshops were well attended and attendees stated the workshops were worthwhile.

Goal 1, Action step 7 of the KSU plan states, **“Require each academic and operational unit to develop and implement a strategic plan — including the identification of interdisciplinary programs — that is aligned with the University’s strategic plan.”**

The Department of Marketing has participated in the development of the strategic plan for the Coles College of Business and is currently developing its own strategic plan.

Goal 1, Action step 10 of the KSU plan states, **“Increase the proportion of courses and programs that are offered off-site and online.”**

Please see section I number 3.

Goal 2, Action step 4 of the KSU plan states, **“Implement and publicize course planning three semesters into the future.”**

The Coles College has been doing this since 2006.

Goal 4, Action step 2 of the KSU plan states, **“Increase student participation in study abroad programs by 5 percent per year.”**

Please refer to the first paragraph under this section (Va).

Goal 4, Action step 2 of the KSU plan states, **“Increase percentage of students participating in internships, cooperative programs, and other career exploration opportunities.**

The department has an average of 40-50 students participate in internships/co-ops each semester.

Goal 4, Action step 2 of the KSU plan states, **“Enhance the effectiveness of KSU’s Assurance of Learning program to improve student learning outcomes.”**

The Marketing Department along with the Coles College of Business has been implementing the Assurance of Learning program since 2004.

Vd. Identify Resources Needed to Strengthen the Program’s Ability to Meet the Goals of KSU’s QEP

Goals 2, 4, 5, 8 and 9 of the QEP are concerned with global learning, global learning opportunities, promotion of global learning and professional development programs for global learning.

As stated previously the department is heavily involved in global learning and student study abroad. The department has already had one faculty member participate in the development of global learning as part of a revitalization grant from The Center for Excellence in Teaching and Learning.

Vd. Identify Resources Needed to Sustain Program’s Quality and Productivity

The Marketing & Professional Sales Department currently has 16 teaching faculty and 1 administrator. With the service obligations carried by the department and research requirements that average 2 journal publications every five years, the department has been able to handle an impressive credit hour generation mostly through the use of part-time instruction. Many students complain there are not enough courses or enough sections of various courses offered. The department is in need of several lecturer positions in order to keep pace with the dramatic growth in student enrollment.