

**Departmental Annual Report - Part I
All Departments**

Richards College of Business College or Division	Department, if Applicable	Marketing and Real Estate College School Area (Title On Report)	2013 (Su12-Sp13) Academic Year
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1) Name of department chairperson or director? Salil Talpade	2) Email address of department chairperson or director? stalpade@westga.edu
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3) List departmental mission statement?

Departmental Mission/Vision Statement :

The Marketing and Real Estate Department provides high quality student learning in a personal environment to prepare students for positions in the fields of Marketing and Real Estate, to pursue entrepreneurial efforts, or to pursue graduate studies.

Towards this end we are committed to:

- Encouraging faculty development through research, consulting and scholarship.
- providing service to the university and the local business community.
- participating in the attraction and retention of quality students and faculty.
- maintaining an excellent reputation among employers.

4) List departmental goals for this reporting year.

Departmental Goals.

1. Maintain and enhance the environment for excellence in student learning (SPG1).
2. Attract high quality students to the Marketing and Real Estate majors (SPG3, 6, and 7).
3. Maintain a current and relevant curriculum (SPG 1)
4. Bring innovative student learning methods into the classroom. (SPG1,5)
5. Continue to effectively utilize technology in the classroom and in research. (SPG 1)
6. Encourage faculty development activities in the form of research, publications, grant work, consulting and other professional development activities.(SPG 6)
7. Maintain AACSB accreditation standards for all programs. (SPG1)

8. Continue to integrate 'international' aspects into the curriculum and to offer study-abroad programs.(SPG1,5)

Processes to achieve the goals.

Goal 1

1. Provide the best possible undergraduate and graduate learning experiences for our students.
2. Provide adequate rewards and recognition for quality teaching
3. Seek out and support co-op and internship opportunities.
4. Encourage students to complete at least one of our two certificate programs in Sales and Advertising and at least one of our two study abroad programs to London and China.
5. Provide course schedules and delivery methods (online; off-campus) that accommodate the needs of students.
6. Provide sufficient coverage of support courses.

Goal 2

1. Maintain informative and attractive promotional materials for all programs.
2. Actively support University visitation/orientation activities.
3. Maintain an attractive and informative department website.
4. Provide students adequate scholarship opportunities.
5. Support programs that provide opportunities and recognition for student academic achievement.

6. Provide students adequate opportunities to discuss academic and career goals with faculty members.

Goal 3

1. Regularly review curriculum and content for currency and relevance.
2. Encourage faculty to pursue research relevant to their courses.
3. Provide incentives for faculty to regularly revise and update their course content.
4. Survey graduates on a regular basis.
5. Seek inputs from the College of Business Board of Visitors.

Goal 4

1. Encourage and reward faculty for innovative teaching methods and pedagogical tools that encourage critical thinking - including case analysis, outside business projects, research projects, and other innovative learning tools.
2. Provide professional development and training opportunities for faculty.

Goal 5

1. Seek resources to provide state of the art technological support for teaching and research.
2. Provide technology training and assistance to faculty.
3. Provide incentives for faculty to use technology in the classroom and in research.

Goal 6

1. Encourage all faculty to pursue an appropriate research and professional development agenda.
2. Reward faculty for achieving research and professional development expectations.
2. Provide financial support for research, meeting attendance, and professional association memberships.

Goal 7

Most activities listed support this goal, in addition:

1. Enforce course pre-requisites and upper division admission policy.
2. Insure that appropriate learning outcomes, processes to assess these outcomes and assessment results exist for each degree program.
3. Insure syllabi for all courses support curriculum learning outcomes and describe the processes used to assess these outcomes.

Goal 8

1. Continue to offer the required international (selective) marketing course.
2. Encourage faculty to integrate 'international' aspects in all courses.
3. Continue to develop and offer the two study abroad programs in London and China.

Assessment Information

- 5) List assessments used to measure progress toward departmental goals.

Assessment results for the past year.

Goal 1

1. All syllabi and curriculum were regularly evaluated and updated during the year. All upper division classes included experiential and active learning opportunities - including case studies, research projects, simulations, guest speakers, appraisals etc.

2. Teaching evaluations were included as part of the annual faculty evaluations and all departmental faculty received above average to excellent evaluations. Average teaching evaluations across the department were at 4.6. Dr. Wei received the RCOB excellence in teaching annual award as well as the WebMBA outstanding faculty award.
3. Sixteen internships were completed by Marketing/Real Estate/Business Education students over the year. This was an increase of 30% over last year. Most students seeking internships were able to find one. Departmental faculty and the career services office continue to encourage students to seek internship opportunities.
4. Fifty-four students completed a sales certificate last year and 5 students completed an Advertising certificate in Fall 2012 (this was the first semester the Advertising certificate was offered). Twenty three students went on one of the two study abroad programs.
5. At least one section of all Marketing classes, including required classes and electives, was offered online at some point during the year. Students therefore now have the option of completing their entire Marketing degree online. This is in line with the complete college georgia initiative Strategy 5. Graduate classes were also offered at the Newnan campus and at the new Douglasville campus, and the department also offers required and elective classes in the WebMBA program..
6. All elective courses were offered at appropriate times during the year. Exit interviews indicated that in general a majority of the students (74%) students did not have a problem with finding appropriate elective and core classes.

Goal 2

1. All promotional materials were regularly updated and made available in the department and at preview days. New flyers were developed for minors and study abroad programs. Two new bulletin boards were installed outside the department with promotional materials for the study abroad programs and the marketing club last year and new large screen monitors were installed outside the department and at various other locations in the business building.
2. Departmental representatives were present at all preview days, Mardi Gras festival of majors and the study abroad fair. Also active recruitment for Delta Pi Epsilon honor society and Beta Gamma Sigma.
3. The departmental website was regularly updated and made more attractive, informative and user friendly.
4. A total of 26 scholarships were awarded including study abroad scholarships.

5. Participation in study abroad programs, Big Night – research competition, and outside class projects provided opportunities for student academic achievement.
6. All faculty members maintained regular office hours and were available to speak to students throughout the year.

Trends in enrollments and majors – There has been a slight decline in Majors and pre-majors over the past year. However enrollment numbers in classes have not declined at all, possibly because of non-business majors enrolling in Marketing minor and Certificate programs. Numbers in Marketing minors and our certificate programs are showing a slight increase.

Goal 3

1. Course contents were regularly reviewed and updated by faculty members and by the departmental curriculum committee. Any problems and issues were discussed at departmental meetings.
2. Departmental faculty maintained a steady stream of research. This year they published a total of 15 refereed journal articles (which was an average of 1.25 per faculty member across the department) and 10 academic conference presentations/publication in proceedings and 3 academic conference presentations. Dr. Burton also published a book "Meditation for Managers and Other Human Beings".
3. Revisions and updates to course content were included in faculty members annual merit evaluations.
4. A sample of graduating seniors in the marketing capstone course was surveyed every semester. 98% expressed satisfaction with the program ('very satisfied or 'satisfied'), 97% expressed satisfaction with the quality of instruction and the faculty. 98% also said that they would recommend it to others.
5. Input from the RCOB board of visitors was instrumental in developing the study abroad programs and in increasing internship opportunities.

Goal 4

1. Innovative teaching methods and pedagogical tools are rewarded through the annual merit evaluation process and through teaching awards. Several innovative methods were introduced by faculty members.

2. All faculty members received adequate funding for professional development activities. Each faculty member completed at least one professional development initiative over the year.

Goal 5

1. E-tuition funds have provided more than adequate funding for technology and technological support has been excellent.
2. 11 of 12 faculty members have participated in one or more technology training sessions.
3. Use of technology in the classroom is part of the faculty members merit evaluation process.
4. Ms Cheryl Brown received the 5-star online course award through distance learning at UWG.

Goal 6

1. A total of 15 papers were published in peer reviewed journals, 10 papers were presented and published in academic conference proceedings and 3 papers were presented at regional and national conferences. Dr. Burton also published a book "Meditation for Managers and Other Human Beings".
2. Dr. hazari received the RCOB student research award and Dr. Hall received the RCOB research award. All research activities were part of the annual merit evaluation process.
3. Eleven of twelve faculty members attended at least one academic conferences and all professional association memberships were paid for by the department.
4. Dr. Wei received a research grant of \$90,000 from the National Science Foundation China to Investigate Chinese Consumers' Perceptions of Global Brands.

Goal 7

1. Course pre-requisites and admission policies are enforced working with the RCOB academic advisors. Any deviations are approved by the dept. chair on a case-by-case basis.

2. Learning goals and assessment results are available on the university website at <http://webapps.westga.edu/sacs/>
3. All syllabi are reviewed each semester by the faculty members. Syllabi and textbooks in core classes like principles of marketing and business research are also reviewed by the dept. curriculum committee.

Goal 8

1. At least two sections of the International marketing course are offered each semester.
2. All upper division classes now include some discussion of the global issues.
2. Both study abroad programs in London (9 students) and China (14 students) were offered in Summer 2012 and Spring 2013.

6) Based on the assessments of departmental goals, discuss any departmental improvements.

1) Although assessment results are satisfactory, we have specific plans to enhance the quality of online instruction in the department and to increase not just the number of online classes but also the number of undergraduate online classes taught by terminally qualified faculty.

For example, we are regularly conducting ongoing seminars for all faculty teaching online which will include best practices and applications of new technologies. All faculty teaching online courses have enrolled this year in at least one faculty development course through distance learning. This is in line with the complete college georgia strategy 5.

2) The department has continued to expand online options through last year and we are now able to offer students the option of completing an online Marketing degree.

3) We will continue our focus on student involvement with the marketing club, speaker series, internships, certificate programs, and study abroad programs.

4) We are also planning to institute a mentor program for at-risk students.

7) Attach additional assessment information (not related to student learning outcomes in academic programs which are input in another section of the system), consolidate information into one PDF document and upload it here.

Assessment File Upload (No file uploaded)

Departmental Progress Toward The UWG Strategic Plan

Please discuss your department's initiatives toward the UWG Strategic Goals

You only need to reply to the goals your department addressed this year

- 8) **Every undergraduate academic program will demonstrate a distinctive blending of liberal arts education, professional competencies, and experiential learning, preparing students to be ethically responsible and civically engaged professionals in the global economy of the 21st century.**

The department offered two study abroad programs to China and London. 11 Internships, speaker series with 12 professional speakers, international courses, and experiential learning activities (research projects, cases, computer simulations, sales presentations, appraisals etc.) in most upper division courses.

- 9) **Every undergraduate student will be advised to take advantage of one of multiple available learning communities. Learning communities that are available to students will include communities organized by living arrangement, by year in program, by other co-curricular associations - Honors Program, Advanced Academy, Band, Athletics, Debate, or program in the major.**

Independent honors credit offered for upper division courses. Marketing club with several professional development activities. Student teams working on projects with outside businesses. The dept. also offered certificate programs within the marketing major in Advertising and Sales.

- 10) **The University will endeavor to increase enrollment in and graduation from graduate programs, including doctoral programs, that have as their mark a practical professional purpose, experiential learning opportunities, and an intellectual program informed by a foundation of liberal education.**

Departmental faculty actively promoted the graduate and undergraduate programs while speaking to students and at preview days and festival of majors. The dept. offered several required and elective courses in support of the MBA program both on campus in Carrollton and at Newnan and Douglasville as well as in the WebMBA program. Active recruitment was also conducted outside the university for the Masters in Business Education Program. The dept. also initiated and signed an articulation agreement with a Chinese university for transfer of students at the undergraduate level and is currently working in an agreement at the graduate level.

- 11) **The University will maintain an environment that is safe and conducive to learning.**

N/A

- 12) **The University community will provide a balanced variety of cultural, recreational, leisure, and informal education programming opportunities for faculty, staff, and students that enhance the quality of campus life.**

Field trips and faculty-student social events through the Marketing Club, study abroad programs and speaker series.

- 13) **All units will strive to improve the compensation and working environment of faculty and staff in order to recruit and retain the best individuals.**

Every effort is made to maintain faculty salaries close to the AACSB medians. Both faculty and staff are provided sufficient funding to participate in developmental activities and for purchases of software, hardware and furniture.

- 14) **The University will endeavor to increase our overall enrollment to 14,500 by the year 2015.**

Department participation in Preview Days, Mardi Gras of Majors, High school visits, and efforts to increase satisfaction and retention of current students.

- 15) **With our enrollment growth, West Georgia will remain committed to the following targets of academic quality: student to faculty of 18 to 1; average class size of 29; full-time to part-time faculty ratio of 4.4 to 1.**

We try to limit upper division classes to 35-40. Online classes are limited to 30-35. Difficult to limit further given the student demand and faculty resources. Currently 3 part-timers for 12 full-time faculty.

- 16) **West Georgia will develop several new facilities to improve quality along with meeting capacity demands due to enrollment growth.**

N/A

- 17) **Capital Campaign: The Development Office will prepare for a capital campaign to assist in meeting the long-term needs of the University of West Georgia.**

N/A

- 18) **Communication and Marketing: The Office of University Communications and Marketing (UCM) will internally and externally promote the missions and goals of the strategic plan. This will be achieved by aligning the institution's integrated marketing plan (advertising, visual identity standards, web presence, media relations, etc.) with the strategic plan.**

N/A

- 19) **Community Relations: The University will engage the local community educationally, culturally and recreationally.**

Departmental Faculty members actively participate in a number of local organizations including the Chamber of commerce, Leadership Academy, Georgia Real Estate Association. UWG Alumni Association. Faculty members also often conduct student projects for local organizations.

- 20) **Describe any notable achievements toward selected goals(s) during this reporting year.**

A complete list of achievements is available under the appropriate sections below.

A sample of our achievements is as follows.

- We offered two study abroad programs to London and China.
- We offered several new online classes and are very close to offering students the option of completing the marketing degree online.
- We continued the speaker series in Marketing with an executive speaker every week.
- Students in several classes conducted outside business projects
- Faculty members published a total of fifteen papers in refereed journals and presented ten Conference papers at regional and national conferences. Six faculty

members were reviewers and eleven faculty members attended academic conferences.

- Several faculty members conducted research and other consulting projects with local businesses and community organizations.

21) List any resources that could have assisted your department with achieving/exceeding departmental goals and how they could have facilitated/improved the work of your the work of your department?

Our biggest need in terms of resources is more faculty positions, especially for terminally qualified faculty. This would allow us to offer smaller class sizes and maintain high academic standards, in keeping with university goals. Currently our average class sizes are at about 35-40 as compared to the stated university goal of 29.

Other Departmental Information

22) List any changes to the structure or substructures of your department implemented during reporting year.

NA

23) List any additional comments about your department based on this reporting year.

Departmental Annual Report - Part II (Academic Departments Only)

24) List all new degree or certificate programs with the full/accurate program title launched in your department this reporting year.

This was the first year that we implemented our Certificate in Advertising Program. We had 5 students completing it in Fall 2012 1nd 15 in Spring 2013. We also continue to offer our Certificate in Sales Program which was started in 2008. This certificate has seen steady growth over the years and last year we had 54 students completing this over three semesters - Spring, Fall and Summer 2012.

25) Number of nationally recognized academic programs offered by your department?

3

26) List new or renewed accreditation or similar distinction (include name of the accrediting body and date received) in your department this year.

BBA in Marketing and BBA in Real Estate received renewed (2011-2012) accreditation by the Association to Advance Collegiate Schools of Business (AACSB)

Masters in Business Education (M.Ed.) and the Educational Specialist (Ed. S) in Business Education have continuing accreditation by NCATE and the Georgia Professional Standards Commission (GPSC)

27) List any notable achievements accomplished by your department this year.

A complete list of achievements is available under the appropriate sections below.

A sample of our achievements is as follows.

- Dr. Wei received a \$90,000 research grant from the National Science Foundation China.
- Dr. Wei also won the RCOB teaching award and the WebMBA outstanding faculty award.
- Cheryl Brown won the 5-star online course award.
- We offered two study abroad programs to London and China with 23 students participating.
- We offered several new online classes and are now able to offer students the option of completing the marketing degree online.
- We continued the speaker series in Marketing with an executive speaker every week.
- Students completed 16 internships and 15 independent study projects.
- Faculty members published a total of fifteen papers in refereed journals and presented thirteen conference papers at regional and national conferences. Seven faculty members were reviewers and eleven of twelve faculty members attended academic conferences. Dr. Burton published a book titled 'Meditations for Managers and other human beings'.
- Dr. Hazari received the RCOB student research award and Dr. Hall received the RCOB faculty research award.
- Dr. Burton led three workshops at the Leadership Academy sponsored by the Carroll County Chamber of Commerce.
- Dr. Burton completed 12 applied Real Estate Research projects.

Student Achievements

28)	List types of licensure your department prepares students to receive?	
	While not required, Marketing, Real Estate and Business Education majors may pursue professional certification in various specific areas within these disciplines.	
29)	Explain how your department prepares students for licensure?	
	Many of our major-level courses in Real Estate and Business Education help in preparing students for licensure. However, additional outside courses may be required for various types of licenses.	
30)	Percentage of students who passed the state licensure or certification examination, if applicable.	0
31)	Percentage of graduating students that goes on to graduate or professional schools?	0
32)	Number of research papers published by students in your department this year?	0
33)	Number of research presentations completed by students in your department this year?	2
34)	Number of internships completed by students in your department this year?	16
35)	Number of cooperative education experiences completed by students in your department this year?	0
36)	Number of scholarships awarded to students in your department this year?	23
37)	Number of fellowships received by students in your department this year?	0
38)	Number of students engaged in funded research in your department this year?	0
39)	Number of students, in your department, that received national awards and/or recognition this year?	0
40)	Number of students, in your department, inducted into Academic Honors Societies this year?	12
41)	Number of students, in your department, that participated in a student program (which received national recognition) this year? (i.e. debate, cheerleading, athletic teams)	0
42)	List notable achievements accomplished by students in your department this year.	
	<i>We awarded recognition to our best students "Student of the Year" in Marketing - Alysia Bailey, and Real Estate - Rebecca Aldridge.</i>	
	<i>26 other students received scholarships including the study abroad scholarships.</i>	
	<i>12 students were inducted into the Beta Gamma Sigma honors society.</i>	
	<i>16 students got internships with local firms</i>	
	<i>15 students conducted independent study projects.</i>	
	<i>23 Students went on the London and China Study Abroad Programs in Summer 2012 and Spring 2013.</i>	

Number of Faculty

43)	Number of endowed chairs in your department?	0
44)	Number of full professors in your department?	4
45)	Number of full-time faculty in your department this year?	12
46)	Number of part-time faculty in your department this year?	3
Faculty Extracurricular Engagement with Students		
47)	Number of new course developments completed by faculty in your department this year?	5
48)	Number of honors courses taught by faculty in your department this year?	8
49)	Number of faculty that participated or led a study abroad program this year?	2
50)	Number of faculty that participated in academic advisement this year?	1
Faculty Research Productivity		
51)	Number of books and/or monographs published by faculty in your department this year?	1
52)	Number of book chapters published by faculty in your department this year?	0
53)	Number of peer-reviewed articles published by faculty in your department this year?	15
54)	Number of shorter works published by faculty in your department this year?	0
55)	Number of papers presented by faculty in your department this year?	13
56)	Number of other presentations delivered by faculty in your department this year?	6
57)	Number of in-house publications published by faculty in your department this year?	0
58)	Number of juried exhibits completed by faculty in your department this year?	0
59)	Number of other exhibits or performances completed by faculty in your department this year?	0
60)	Number of faculty that served in journal editing/reviewing positions this year?	0
61)	Number of faculty that participated in notable continuing education efforts this year?	11
62)	Number of faculty that traveled abroad for research purposes this year?	2
Faculty Public Service		
63)	Number of faculty that served in honors organizations this year?	0
64)	Number of faculty that held positions in professional organizations this year?	5
65)	Number of faculty that served as advisors to student organizations this year?	3
66)	Number of faculty that participated in cooperative consulting efforts this year?	4
67)	Number of faculty that served on institution (UWG) wide committees this year?	4

68)	Number of faculty that served on USG system committees this year?	0
69)	Number of faculty that participated in public service activities this year?	3

Faculty Grants and Awards

70)	Number of grant applications submitted by faculty in your department this year?	2
71)	Number of grant proposals funded for faculty in your department this year? (Answer not to exceed response to question 70)	2
72)	Total dollar amount of the grants funded (reported for question 71) for faculty in your department this year? (Round to the nearest whole dollar)	90
73)	Total number grants generated by faculty members in your department.	2
74)	Total number of faculty receiving grants in your department this year.	2
75)	Total number of faculty receiving fellowships in your department this year.	0

- 76) List notable achievements accomplished by faculty in your department this year.
- Dr. Wei won the RCOB teaching award and the WebMBA outstanding faculty award.
 - Ms. Cheryl Brown won the 5-star online course award.
 - Faculty members published a total of fifteen papers in refereed journals (average of 1.25) and presented thirteen conference papers at regional and national conferences. Seven faculty members were reviewers and eleven of twelve faculty members attended academic conferences. Dr. Burton published a book titled 'Meditations for Managers and other human beings'.
 - Dr. Hazari received the RCOB student research award and Dr. Hall received the RCOB faculty research award.
 - Dr. Wei received a \$90,000 from the National Science Foundation China.
 - We offered two study abroad programs to London and China with 2 faculty members 23 students participating.

- We offered several new online classes and are now able to offer students the option of completing the marketing degree online.
- Dr. Burton led three workshops at the Leadership Academy sponsored by the Carroll County Chamber of Commerce.
- Dr. Burton completed 12 applied Real Estate Research projects.