

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

Richards College of Business College or Division	Marketing and Real Estate Department, If Applicable	Marketing and Real Estate College School Area (Title On Report)	2014 (Su13-Sp14) Academic Year
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1) Name of department chairperson or director? Dr. 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.**

**Goal 1 - Maintain and enhance the environment for excellence in student learning.**

**Goal1 Objectives:**

**Objective 1.1** At least 80% of the graduating students should perform satisfactorily (meet or exceed expectations) on the departments exit exam.

**Objective 1.2** At least 70% of upper division classes should include experiential and active learning opportunities.

**Objective 1.3** As a department, offer at least one study abroad program and one certificate program each year.

**Goal 2 - Ensure that our graduates display a high level of satisfaction with our programs and are adequately prepared to enter the job market.**

**Goal 2 Objectives:**

**Objective 2.1** At least 90% of the graduating seniors should be satisfied with the our programs on the exit surveys.

**Objective 2.2** At least 90% of graduating seniors should feel they are adequately prepared for the job market.

**Objective 2.3** At least 60% of graduating seniors should have completed an internship, a

certification program, or a study abroad trip.

**Goal 3 - Departmental faculty will pursue an active research agenda and relevant developmental opportunities.**

**Goal 3 Objectives:**

**Objective 3.1** As a department, average a minimum of one peer reviewed article per year.

**Objective 3.2** As a department, average a minimum of one paper presentation at an academic conference each year.

**Objective 3.3** As a department average a minimum of one developmental initiative each year.

**Goal 4 - Departmental faculty will demonstrate excellence in teaching.**

**Goal 4 Objectives:**

**Objective 4.1** At least 90% of full time faculty will achieve a mean score of 4.2 on the teaching evaluations.

**Objective 4.2** At least 60% of faculty will attend a teaching related developmental opportunity each year.

**Goal 5 - Departmental faculty will be engaged in university, external, and professional service.**

**Goal 5 Objectives:**

**Objective 5.1** At least 60% of departmental faculty will be involved in significant community or professional service.

**Objective 5.2** As a department, average serving on at least one UWG related committees.

**Objective 5.3** As a department sponsor a minimum of one student organization.

**Assessment Information**

- 5) In this box, please include a brief description of the assessment tools or artifacts, the assessment results used to measure your department's progress toward departmental goals, and an analysis of the assessment results for the Annual Report year noted above.

**Assessment of Objective 1.1** - This goal was assessed in the senior seminar class (MKTG 4870 -Marketing Management). All students in this class were required to take

the Marketing exit exam. To exceed expectations students needed to get 85% or more of the questions correct, to meet expectations students needed to get 70 - 85% correct, and students getting below 70% correct would be below expectations. 41 students took the exam. Of these 12 students or 29% scored above 80 or exceeded expectations; 16 students or 39% scored between 70-85 or met expectations; and only two students (5%) scored below a 70 or were below expectations. The objective of at least 80% scoring satisfactorily was therefore met.

**Assessment of Objective 1.2** - All (100%) of our upper division classes have included some form of experiential and active learning opportunities - including research projects, cases, sales presentations, appraisals, field trips, executive speakers etc. This objective was therefore met.

**Assessment of Objective 1.3** - We offered two study abroad programs, to London and China, both were very successful with 20 students enrolled in the London Summer 2013 program and 23 students enrolled in the China Spring 2014 program. This was a significant increase over last year when we had 23 students enrolled in both the programs combined. We also offered two certificate programs in Advertising and Sales. The Sales Certificate was completed by 38 students and the advertising certificate was completed by 51 students. This objective was therefore met.

**Assessment of Objective 2.1** - Senior exit surveys were used to assess student satisfaction. Students were asked three satisfaction questions - 1) Satisfaction with their decision to earn BBA from our department; 2) the quality of instruction they received; and 3) the likelihood that they would recommend our program to a friend. Results showed that 98% were 'very satisfied' or 'satisfied' with their decision to earn BBA from our department. 98% were also 'very satisfied' or 'satisfied' with the quality of instruction they received. And 100% would recommend our program to a friend.

**Assessment of Objective 2.2** - This was also measured on the exit survey. 100% of the graduating seniors felt that they were adequately prepared for the job market.

**Assessment of Objective 2.3** - Of the 82 graduating seniors surveyed. 42 had obtained a certificate, 15 had internships and 26 had participated in a study abroad program. This objective was therefore met.

**Assessment of Objective 3.1** - Departmental faculty had an excellent year in terms of research and publications, 18 peer reviewed articles were published last year by departmental faculty. With a total of 12 full-time faculty members in the department and only 9 of them in tenure track positions, this works out to an average of 1.5 or 2.0. This objective was therefore met.

**Assessment of Objective 3.2** - 17 papers were presented at academic conferences by department faculty last year. With 12 full-time faculty in the department this was an average of 1.4 per faculty member. This objective was therefore met.

**Assessment of Objective 3.3** - a total of 21 faculty development workshops and seminars were attended by departmental faculty last year. This is an average of 1.75.

This objective was therefore met.

**Assessment of Objective 4.1** - Average faculty teaching evaluations in the department across all faculty and all classes were 4.6. Average individual faculty evaluations for all faculty were above 4.2. So a 100% of faculty received average evaluations above 4.2. this objective was therefore met.

**Assessment of Objective 4.2** - A total of 17 teaching related workshops were attended by departmental faculty. Each faculty member attended at least one workshop. This objective was therefore met.

**Assessment of Objective 5.1** - 8 of 12 faculty members were involved in some form of significant community or professional service. This works out to approximately 66% of faculty. The goal of 60% was therefore met.

**Assessment of Objective 5.2** - Total committees were 27 including college level and university level committees. All faculty members served on at least one committee. The objective of an average of one committee was therefore met.

**Assessment of Objective 5.3** - The department sponsored the Marketing Club, which is a student chapter of the American Marketing Association. Dr. Nickells is the faculty advisor for this club and they were very active last year, with 51 members, an external business speaker almost every week, and a trip to the AMA student conference, were they won an award for best chapter program. This objective was therefore fully met.

- 6) Based on the assessment results and analysis noted in question 5, please list departmental improvements you intend to make in the coming year. Specific improvements should be noted even when goals were met.

**Goal 1 - Maintain and enhance the environment for excellence in student learning.**

Although student performance on the exit exam was satisfactory, we plan to evaluate the questions on this exam, examine questions that were missed most often, and then implement measures to improve student performance.

Almost all of our upper division classes include some form of experiential and active learning components. We plan to continue to encourage this, and ensure that innovative and experiential learning occurs in all classes.

Our two certificate programs and two study abroad programs have both done well are enrollment in these programs has grown every year. We plan to continue to encourage students to participate in these programs and continue their growth.

**Goal 2 - Ensure that our graduates display a high level of satisfaction with our programs and are adequately prepared to enter the job market.**

Student satisfaction with their degree was high. We plan to ensure that all marketing electives and required classes are offered online at some point during the year to offer

alternatives for non-traditional and distance education students. This should further enhance satisfaction levels.

**Goal 3 - Departmental faculty will pursue an active research agenda and relevant developmental opportunities.**

Although as a department we met and exceeded our goals in research and developmental activities this year, we do have opportunities to get more of our individual faculty involved. This will be our focus next year.

**Goal 4 - Departmental faculty will demonstrate excellence in teaching.**

Although we met our goals in terms of teaching evaluations and teaching workshops this year we plan to continue encouraging our faculty to participate in teaching related workshops, especially towards increasing their online teaching and technology skills.

**Goal 5 - Departmental faculty will be engaged in university, external, and professional service.**

Although departmental faculty did have a significant amount of professional service and committee activities, we plan to encourage more external/community engagement activities next year. Strategies to deal with this issue will be formally discussed in our department meeting at the beginning of the year.

- 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 (23 students) and London (20 students). 15 Internships, a speaker series with 12 professional speakers each semester, 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 (51 students) and Sales (38 students).

- 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.

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

The department strives to follow all safety regulations.

- 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 notable achievements is as follows.

- Dr. Burton, Dr. Nickells and Dr. Wei all received the RCOB excellence in teaching award.
- Dr. Burton and Dr. Hall received the Stone Endowment grant.
- Dr. Hazari received the RCOB excellence in research award.
- Ms. Rickard received the RCOB excellence in service award.
- Dr. Wei also received the Outstanding Faculty Award for the WebMBA program.
- Cheryl Brown received the 5-Star online course award for her online Services Marketing course.
- Our Marketing speaker series (organized by Dr. Nickells and the Marketing Club) had thirteen invited business speakers every semester, and received funding of \$2000 from the National Builders supply.
- Dr. Rollins, Dr. Sethna, Cheryl Brown and Dr. Nickells are working on developing and conducting an alumni survey for the new presidents office.
- Dr. Nickells and Dr. Rollins received a research and teaching grant from the University of Vaasa, Finland for €8,000.
- Departmental faculty members published a total of 18 papers in refereed journals (for an average of 1.5 per faculty) and presented eleven Conference papers at academic conferences. Fully 45 articles were reviewed by departmental faculty (average of 3.75 per faculty) and faculty members were on 27 college and university committees.
- Average teaching evaluations were 4.6 or above in the department and faculty attended a total of 17 teaching related workshops.
- We offered two Study Abroad programs to London and to China with 20 and 23 students respectively participating.
- We offered two certificate programs in advertising (51 students) and Sales (38 students).
- 15 internships were completed by students.
- Three student organizations were sponsored by departmental faculty.

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.**

N/A

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

Our department has performed excellently in all three areas of teaching, research and service and we hope to continue to work towards maintaining this excellence in the future.

## 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.**

Although no new degree or certificate programs were launched this year, we continue to offer our Advertising certificate program started in Fall 2012 and our Certificate in Sales program started in 2008. Both programs have seen strady growth over the years. This year we had 51 students completing the Certificate in Advertising program and 38 students completing the Certificate in Sales program.

- 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.**

The Richards College of Business received renewed (2011-2012) accreditation by the Association to Advance Collegiate Schools of Business (AACSB). Our next review is scheduled during the 2016/2017 academic year.

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 sample of our achievements is as follows.

- Faculty members published a total of 18 papers in refereed journals (for an average of 1.5 per faculty) and presented eleven Conference papers at academic conferences. Fully 45 articles were reviewed by departmental faculty (average of 3.75 per faculty) and faculty members were on 27 college and university committees.
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- 15 internships were completed by students.
- Three student organizations were sponsored by departmental faculty.
- Our Marketing speaker series had thirteen invited business speakers every semester.

## 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?	5
34) Number of internships completed by students in your department this year?	15
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?	48
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?	7
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)	17
42) List notable achievements accomplished by students in your department this year.	

Nine students/two teams in Dr. Sethna's honors Business Challeclass presented at a national honors conference.

Marketing Club student chapter won a national award for outstanding chapter plan 2013-2014.

We awarded recognition to our best students "Student of the Year" in Marketing - Caleb Carter, and Real Estate - Jordanian EcEnergy.

46 other students receive scholarships, including the study abroad scholarships.

15 students got internships with local firms.

20 students went on the London Study Abroad trip and 23 students went on the China study abroad trip.

12 students conducted independent study projects.

38 students completed the Certificate in Sales and 51 students completed the Certificate in Advertising.

#### 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?	3
48) Number of honors courses taught by faculty in your department this year?	9
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?	0
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?	18
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?	11
56) Number of other presentations delivered by faculty in your department this year?	7
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?	7
61) Number of faculty that participated in notable continuing education efforts this year?	12
62) Number of faculty that traveled abroad for research purposes this year?	5

## 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?	3
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?	11000

(Round to the nearest whole dollar)

73) Total number grants generated by faculty members in your department.	2
74) Total number of faculty receiving grants in your department this year.	4
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.	

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