

**UNIVERSITY OF WEST GEORGIA**  
**ANNUAL REPORT**  
**Fiscal Year 2009 (July 1, 2008 to June 30, 2009)**

**DEPARTMENT OF Marketing and Real Estate**

*Name of Department Chair* Dr. Salil Talpade  
*Name of Person Completing Report* Dr. Salil Talpade

1*	<b>Departmental Mission/Vision Statement</b> ( <i>url only, required</i> )	<a href="http://www.westga.edu/~mktreal/mission.html">http://www.westga.edu/~mktreal/mission.html</a>																																										
2*	<b>Departmental Statement of Goals, Process to Assess These Goals, and Assessment Results</b> ( <i>url only, required</i> )	<a href="http://www.westga.edu/~mktreal/goals.html">http://www.westga.edu/~mktreal/goals.html</a>																																										
3*	<b>Departmental Statement of Curriculum Learning Outcomes, Process to Assess These Outcomes, and Assessment Results for each Degree Program</b> ( <i>url only, required</i> )	<a href="http://www.westga.edu/~mktreal/LOassessment.doc">http://www.westga.edu/~mktreal/LOassessment.doc</a>																																										
4*	<b>Statement of Departmental Condition - please indicate the specific strengths and weaknesses of your department.</b>																																											
	<b>STRENGTHS:</b>																																											
	<u>Certain strengths remain:</u>																																											
	<p>The Department of Marketing and Real Estate had another excellent year in 2008-2009. Every one of the goals set at the beginning of the year were either fully met or exceeded, and the department made excellent progress in all aspects. Our majors and credit hours continue to increase. The quality of teaching and student learning has further improved. We have managed to secure adequate resources in terms of additional faculty, computer/technological resources, and financial resources. All departmental faculty members have performed very well in terms of teaching, research and service related activities.</p> <p>Our faculty continues to do an excellent job in the classroom and receive very high teaching evaluations. Our average teaching evaluations are close to 4.4/5.0 which is excellent by any standards. We continue having student organizations for each major, and award the "Student of the Year" in each major. The 'Marketing Club' with Ms. Rickard as the faculty advisor has made field-trips to firms, lectures by local business leaders, an etiquette dinner, resume building workshops, and networking and establishing relationships with alumni. Students in all Marketing elective courses were required to complete term projects. Research projects were completed by all students in the Business Research (MKTG 3808) and Real Estate Research on the Internet (RELE 3711) classes. A faculty sponsored student research project was presented by the department this year at the annual 'Big Night' competition. The 'Certificate in Sales' program which was introduced two years ago has also grown rapidly. This program has generated a lot of student interest by business as well as non-business majors.</p> <p>The department performed excellently in terms of faculty research. With a total of only six tenure track faculty members in the department, we had a total of four refereed journal articles published and 4 conference papers. Three faculty members attended academic conferences. All faculty members are currently working on research projects, and the research output should be as good next year. Ms. Cheryl Brown received the RCOB award for faculty development.</p> <p>The department continues to be active in service related activities, as well as in faculty development. All faculty members have a high level of service commitment, including committee activities, community service and presentations. A total of 21 committee assignments were completed during the year. Dr. Burton led six workshops, including three for the Carroll County Chamber leadership academies. He also updated the website showing Real Estate Research concerning Market Data on rental rates and sales in Carroll County. Three faculty members were student organization advisers. A majority of faculty members also attended several online teaching workshops, one attended an advanced distance technology workshop and 4 of 6 faculty members completed an online teaching certificate program. Ms. Rickard received a RCOB service award.</p>																																											
	Trends in Majors and Pre-majors																																											
		<table border="1"> <thead> <tr> <th></th> <th>Sum 2007</th> <th>Fall 2007</th> <th>Spring 2008</th> <th>Sum 2008</th> <th>Fall 2008</th> <th>Spring 2009</th> </tr> </thead> <tbody> <tr> <td>Pre-Marketing</td> <td>213</td> <td>295</td> <td>279</td> <td>163</td> <td>251</td> <td>214</td> </tr> <tr> <td>Marketing</td> <td>214</td> <td>203</td> <td>214</td> <td>157</td> <td>218</td> <td>238</td> </tr> <tr> <td>Pre-Real Est.</td> <td>93</td> <td>85</td> <td>73</td> <td>29</td> <td>41</td> <td>28</td> </tr> <tr> <td>Real Estate</td> <td>62</td> <td>62</td> <td>49</td> <td>36</td> <td>29</td> <td>37</td> </tr> <tr> <td><b>TOTALS</b></td> <td><b>582</b></td> <td><b>645</b></td> <td><b>615</b></td> <td><b>385</b></td> <td><b>539</b></td> <td><b>517</b></td> </tr> </tbody> </table>		Sum 2007	Fall 2007	Spring 2008	Sum 2008	Fall 2008	Spring 2009	Pre-Marketing	213	295	279	163	251	214	Marketing	214	203	214	157	218	238	Pre-Real Est.	93	85	73	29	41	28	Real Estate	62	62	49	36	29	37	<b>TOTALS</b>	<b>582</b>	<b>645</b>	<b>615</b>	<b>385</b>	<b>539</b>	<b>517</b>
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Trends in class enrollments

	Summer 2007	Fall 2007	Spring 2008	Summer 2008	Fall 2008	Spring 2009
Marketing	306	627	792	407	761	776
Real Estate	59	153	141	54	71	118
<b>TOTALS</b>	<b>365</b>	<b>780</b>	<b>933</b>	<b>461</b>	<b>832</b>	<b>894</b>

Additional strengths:

Marketing majors in two sections of advertising completed consulting projects with local firms – Markut and Sunset Hills Country Club. These projects helped the department assess student learning, helped the students gain professional preparation by applying marketing concepts to an actual organization situation, and simultaneously provided community service and built relationships with the business community. These projects were widely praised by the representatives of the firms and one resulted in \$1300 in donation to the department. 24 Marketing majors and 1 Real Estate major also obtained internships during the year.

The department successfully hired a well qualified tenure- track faculty member – Minna Rollins, as well as two equally well qualified part-time instructors --- James Hazeltine and Nancy Lindsey.

We have increased the incorporation of on-line classes in our course offerings and are now offering a couple of sections of principles of marketing, four marketing electives, one section of Principles of Real Estate, and one Real estate elective online. This was one of the major objectives we had set for the department last year. We have also incorporated CourseDen and web technologies in all our classes in order to enhance the effectiveness of our teaching methodologies. All classes have extensive and continuously updated class information available on the web, along with powerpoint presentations and all course grades throughout the semester.

The International Summer Studies Program to London was offered again in Summer 2008, and by all measures was a tremendous success. Overall a total of 23 students participated in this program and 9 marketing students received various scholarships for this program. This program is currently on-track to be offered again in summer 2009 with 10 participants.

We also offered a second International Studies Program to China in Spring 2009. This program was also very successful with 12 students participating and 10 receiving scholarships. All students indicated a high level of satisfaction and would recommend it to others.

**WEAKNESSES:**

Some of the weaknesses remain:

The continued increase in majors and credit hours without a corresponding increase in faculty and other resources continues to be a weakness. Although so far we have managed to maintain high standards in spite of this, it could be a weakness in future if the situation continues or gets worse. This increase has resulted in large average class sizes and we therefore anticipate the need for a new faculty position next year.

Others have been identified:

The increase in enrollments and classes sizes becomes a crucial issue to address if we are to continue offering online classes as these have to be lower in enrollment to be taught effectively

**OPPORTUNITIES:**

Certain opportunities remain:

A major opportunity is presented by the rapid growth in the department. Marketing majors and pre-majors and enrollments in marketing classes have especially grown substantially over the last couple of years. The challenge is to manage this growth while at the same time maintaining the quality of education and faculty resources, motivation, output, and commitment.

Other opportunities have been identified:

Very high demand for online classes especially in summer. Demand for study abroad and an interest in short term study abroad programs in other countries. We have addressed these to some extent by offering the new China program this spring and hope to continue with two study abroad programs next year. We have also slightly increased our summer offerings.

**THREATS:**Certain threats remain:

The one major threat is not being able to secure adequate resources to maintain quality in the face of rapid growth

Other threats have been identified:**DEPARTMENTAL ACHIEVEMENTS****Place NA if not applicable or 0 if zero for the year.**

5	Percent of Students passing licensing, certification, or other accreditation examinations related to their chosen field	NA
6	Proportion of graduating students going on to graduate or professional schools	52% declared the intention of attending graduate school
7	Number of Nationally recognized programs.	2
8	Number of Endowed chairs and professorships	
9	Types of Licensure (please list)	
10	How does the department prepare students for Licensure?	
11	Other notable achievements	

**STUDENT ACHIEVEMENTS****Place NA if not applicable or 0 if zero for the year.**

12	Total Published Research Papers	0
13	Total Presentations	3
14	Total Internships	25
15	Total Co-ops	0
16	Total Scholarships	22
17	Total Fellowships	0
18	Total Students engaged in Funded Research	0
19	Total Students receiving National Awards and/or National Recognition	0
20	Total Students inducted into Academic Honor Societies	11
21	Total Student Programs (debate, cheerleaders, athletic teams) receiving National Recognition	0
22	<b>Other notable achievements by Students</b> <i>Sarah Ku and Julie Terrill were co-recipients of the "Marketing Student of the Year" award</i> <i>Amanda Traber was named "Real Estate Student of the Year"</i> <i>Chris Ritchie received the Cox Memorial Scholarship.</i> <i>Amanda Traber received the Bohannon Scholarship in Real Estate.</i> <i>10 Marketing students and 1 Real Estate Student were inducted into the Beta Gamma Sigma honors society.</i> <i>16 Marketing students received Stars (students abroad with regents support) Scholarships for London and China.</i> <i>24 Marketing students got internships with local firms</i>	

1 Real Estate student got internships with a local firms  
Two advertising plans for local Firms were completed by Marketing students.  
One of these advertising plans received a gift of \$1300 to the department.  
Two Marketing Students Sponsored by Dr. Burton Presented their research paper at "Big Night" and were awarded second place.  
18 Marketing Students went on the International Summer Studies Program in Summer 2008 and Spring 2009.

## FACULTY/STAFF PRODUCTIVITY

Place NA if not applicable or 0 if zero for the year.

### TEACHING

23	Total New Course Developments	11 (Online Classes)
24	Total Faculty Teaching Honors Courses	3
25	Total Faculty traveling Abroad for Teaching Purposes	2
26	Percent of Faculty involved in Academic Advisement	100%

### RESEARCH/PRODUCTIVITY

27	Total Books and Monographs	0
28	Total Book Chapters	0
29	Total Peer Review Articles	5
30	Total Other Shorter Works	0
31	Total Paper Presentations	3
32	Total Other Presentation	4
33	Total In-House Publications	0
34	Total Juried Exhibits/Performances	0
35	Total Other Exhibits/Performances	0
36	Total Positions Held in Journal Editing/Review	3
37	Total Faculty involved in Notable Continuing Education Efforts	8
38	Total Faculty traveling Abroad for Research Purposes	1

### PUBLIC SERVICE

39	Total Participants in Honors Organizations	4
40	Total Offices held in Professional Organizations	0
41	Total Advisors of Student Organizations	3
42	Total Participants in Cooperative Consulting Efforts	3
43	Total System-wide/UWG Committee Activities	6
44	Total Participants in Public Service Activities	4

### 45 Other notable achievements by Faculty

#### Teaching Achievements:

Cheryl Brown developed a three new online courses in Services Marketing, Advertising and Business Research.  
Minna Rollins developed an online course in Business-to-Business Marketing, International Marketing, and a graduate course (WebMBA) in International Business.  
Jack Wei developed an online course in Electronic Marketing and a WebMBA course in Marketing strategy.  
Cheryl Brown completed a special Distance Learning Advanced Technologies Course.  
Ms. Rickard, Dr. Burton, Dr. McIntyre, Dr. Wei, and Ms. Rollins all completed an online distance learning certification course.  
Ms Rickard worked with students on developing Advertising plans for Markut and Sunset Hills Country Club. One of these plans resulted in a gift of \$1600 to the department.  
The International Summer Studies Program in London, with Dr. Talpade as director and Ms. Rickard as the faculty member was successfully offered in summer 2008 with 23 students.  
The International Studies Program in China, with Dr. Talpade as director and Ms. Rickard as the faculty member was successfully offered in spring 2008 with 10 students.  
There were a total of 17 course innovations in the department.

#### Research Achievements:

A total of five papers were published in refereed journals which was an excellent achievement for just six tenured faculty members

A total of three conference papers were presented at regional and national conferences  
Dr. Minna Rollins completed her doctorate degree and is one of the recipients of a grant totaling 700,000 euro.  
Dr. Burton sponsored two students at the RCOB Big Night competition.  
Dr. Burton presented at four professional programs.

**Service Achievements:**

Dr. Burton led three Chamber of Commerce Leadership Workshops  
Ms. Rickard developed advertising plans for local businesses Markut and Sunset Hills Country Club  
Dr. Rollins and Ms Brown were both senators on the faculty senate.  
Dr. Burton updated a website showing original Real Estate Research concerning Market Data on rents and sales in Carroll County.  
Dr. Talpade maintained and updated the departmental website and the website showing Georgia Chambers of Commerce Directory.

**GRANTS/AWARDS**

46	<b>Total Proposals Submitted</b>	
47	<b>Total Proposals Funded</b>	
48	<b>Total Amount Awarded</b>	
49	<b>Total Grants Generated by Department</b>	
50	<b>Total Faculty receiving Grants</b>	
51	<b>Total Fellowships Awarded</b>	

**IMPORTANT: Please do not abbreviate. Please spell out all organization/program names.**

52	<b>New Degree Programs or Deletions</b> <i>(name of program and semester added/deleted)</i>	
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53	<b>New Departments or Other New Units; Also any Restructuring of These</b>	
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54	<b>Accreditation or Similar Distinction or Renewal</b> <i>(name of accrediting body and date department/program received accreditation)</i>	
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55	<b>Additional Comments Concerning Your Department</b>	
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56*	<b>Give an example of how your department used the assessment of goals and outcomes to change/improve a process. (Required)</b>	
	Based on student feedback and an RCOB initiative, we have developed several new online courses in Marketing and Real Estate. We are also offering more courses in summer sessions. We have also increased our graduate and WebMBA course offerings. Exit interviews with graduating students, discussion with the board of advisors, and alumni surveys all indicated a need for more practical training and applications oriented instruction for our students, as well as international exposure. Based on this, the curriculum in several of the marketing elective classes and in the capstone class was revised to include outside class projects with local firms and students were encouraged to find internships with local firms; and we are offering two study abroad programs in London and China.	

**UPON COMPLETION**

Please email completed report to:

Institutional Research and Planning

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678-839-6449

