

**UNIVERSITY OF WEST GEORGIA
ANNUAL REPORT TEMPLATE
FY 2012 (July 1, 2011 to June 30, 2012)**

DEPARTMENT OF _____ Marketing and Real Estate _____
Name of Person Completing Report _____ Salil Talpade _____

DEPARTMENTAL MISSION & ASSESSMENT

What is your department's 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.

Please list your department's 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. Provide course schedules and delivery methods (online; off-campus) that accommodate the needs of students.
5. 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.
3. 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.

Please list the 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. Most upper division classes included experiential and active learning opportunities.
2. Teaching evaluations were included as part of the annual faculty evaluations and all departmental faculty received above average to excellent evaluations. Ms. Brown and Dr. Hazari received the RCOB excellence in teaching annual award.
3. Eleven internships were completed by Marketing and Real Estate students over the 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. Almost all Marketing classes, including required classes and electives, were offered online at some point during the year. With this current level of online classes and appropriate scheduling, the department is almost at the point of offering students the option of completing the entire marketing degree online. Classes were also offered at the Newnan campus and at the new Douglasville campus.
5. All elective courses were offered at appropriate times during the year. Exit interviews indicated that students did not have a problem with finding elective classes. However some students did indicate that core classes offered by other departments were full early in the registration process and difficult to get.

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.
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 31 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 - While there has been a slight decline in Majors and pre-majors over the past year, enrollment numbers have not declined as much.

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 7 refereed journal articles and 5 conference presentations.
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. Over 95% expressed satisfaction with the program, the faculty and the facilities. Over 95% also said that they would recommend it to others.
6. 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.

Goal 5

1. E-tuition funds have provided more than adequate funding for technology and technological support has been excellent.
2. All 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.

Goal 6

1. A total of twelve papers were published in peer reviewed journals and eight presentations were made at regional and national conferences.
2. One faculty member received a research award and all research activities were part of the annual merit evaluation process.
3. Eight faculty members attended academic conferences and all professional association memberships were paid for by the department.

Goal 7	<ol style="list-style-type: none"> 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.
Goal 8	<ol style="list-style-type: none"> 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. 3. Both study abroad programs in London (9 students) and China (22 students) were offered in Summer 2011 and Spring 2012.

Please discuss any departmental improvements based on the assessment of the departmental goals listed above.

- 1) Although assessment results are satisfactory, we have specific plans to enhance the quality of online instruction in the department. For example, we will be conducting ongoing seminars for all faculty teaching online which will include best practices and applications of new technologies.
- 2) The department will be expanding online options in Spring 2013 and we hope to formally offer an online degree next year.
- 3) We will continue our focus on student involvement with the marketing club, speaker series and internships.
- 4) We will also institute a mentor program for at-risk students.

STRATEGIC PLAN UPDATES

The Strategic Plan (2010-2015) is designed to shape the University of West Georgia for the next five years in such a way as to place it as a *destination university*, particularly among peer universities in the state of Georgia and among those universities in the nation granting doctoral degrees in programs that balance liberal arts education with professional preparation.

Identify the strategic plan goals pursued by your department during this academic year:

No.	Institutional Strategic Plan Goals (SPG) (2010-15)	Check the SPG pursued	Indicate your Departmental Initiatives that correspond to applicable institutional SPG
i	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 21 st century.	√	The department offered two study abroad programs to China and London. 11 Internships, speaker series with 12 professional speakers, international courses, experiential learning activities in most upper division courses.
ii	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.
iii	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.	√	Offered required and electives courses in support of the MBA program. Faculty actively promote the MBA program when speaking with students. Active recruitment for the Masters in Business Education Program.
iv	The University will maintain an environment that is safe and conducive to learning.	NA	
v	The University community will provide a balanced variety of		Field trips and faculty-student

	cultural, recreational, leisure, and informal education programming opportunities for faculty, staff, and students that enhance the quality of campus life.	√	social events through the Marketing Club, study abroad programs and speaker series.
vi	All units will strive to improve the compensation and working environment of faculty and staff in order to recruit and retain the best individuals.	√	Both faculty and staff are provided sufficient funding to participate in developmental activities and for purchases of software and hardware.
vii	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 academic orientation of students.
viii	With our enrollment growth, West Georgia will remain committed to the following targets of academic quality: faculty-student ratio 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 40. Difficult to limit Principles and other core classes given the student demand and faculty resources
ix	West Georgia will develop several new facilities to improve quality along with meeting capacity demands due to enrollment growth	NA	
x	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.	NA	
xi	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.	NA	
xii	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 conduct student projects for local organizations.

Describe some notable achievements toward selected goal(s) during this academic 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 twelve papers in refereed journals and presented eight Conference papers at regional and national conferences. Six faculty members were reviewers and eight faculty members attended academic conferences.
- Several faculty members conducted research and other consulting projects with local businesses and community organizations.

What resources could have helped you achieve or exceed your goals for the year? How would you have used them to facilitate/improve the work of your department?

Our biggest need in terms of resources is more faculty positions. This would allow us to offer smaller class sizes and maintain high academic standards, in keeping with university goals.

DEPARTMENTAL ACHIEVEMENTS

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

If your department prepares students for state licensure or certification, please list the percent of students who passed the examination.	NA
What percent of graduating students, in your department, go on to graduate or professional schools?	42% of graduating seniors reported that they were planning on pursuing an MBA at some point
How many nationally recognized academic programs does your department offer?	3
How many endowed chairs are in your department?	0
How many full professors are in your department?	4

STUDENT ACHIEVEMENTS

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

What types of licensure does your department prepare students to receive? (please list)	
How does your department prepare students for licensure?	
Please list 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.

- 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 twelve papers in refereed journals and presented eight conference papers at regional and national conferences. Six faculty members were reviewers and eight faculty members attended academic conferences.
- Several faculty members conducted research and other consulting projects with local businesses and community organizations.

How many research papers were published by students in your department this year?	0
How many research presentations were completed by students in your department this year?	2
How many internships were completed by students in your department this year?	11
How many cooperative education experiences were completed by students in your department this year?	0
How many scholarships were awarded to students in your department this year?	31
How many fellowships were received by students in your department this year?	0

How many students were engaged in funded research in your department this year?	0
How many students in your department received national awards and/or recognition this year?	0
How many students in your department were inducted into Academic Honors Societies this year?	5
How many students in your department participated in a student program (which received national recognition) this year? (i.e. debate, cheerleading, athletic teams)	0
Please list other notable achievements accomplished by students in your department this year.	
<i>We awarded recognition to our best students "Student of the Year" in Marketing, Real Estate, and Business Education. 31 other students received scholarships including the study abroad scholarships. 4 students were inducted into the Beta Gamma Sigma honors society. 11 students got internships with local firms Students in three classes conducted projects with outside businesses.. 30 Students went on the London and China Study Abroad Programs in Summer 2011 and Spring 2012.</i>	
FACULTY/STAFF PRODUCTIVITY	
Place NA if not applicable or 0 if zero for the year.	
FACULTY EXTRACURRICULAR ENGAGEMENT WITH STUDENTS TEACHING	
How many new course developments were completed by faculty in your department this year?	1
How many honors courses were taught by faculty in your department this year?	5
How many members of the faculty in your department participated or led a study abroad program this year?	4
How many faculty in your department participated in academic advisement this year?	Students are advised by RCOB academic advisors
FACULTY RESEARCH PRODUCTIVITY	
How many books and/or monographs were published by faculty in your department this year?	0
How many book chapters were published by faculty in your department this year?	1
How many peer-reviewed articles were published by faculty in your department this year?	12
How many shorter works were published by faculty in your department this year?	0
How many papers were presented by faculty in your department this year?	8
How many other presentations were delivered by faculty in your department this year?	2
How many in-house publications were published by faculty in your department this year?	0
How many juried exhibits were completed by faculty in your department this year?	0
How many other exhibits or performances were completed by faculty in your department this year?	0
How many members of the faculty in your department served in journal editing/reviewing positions this year?	6
How many members of the faculty participated in notable continuing education efforts this year?	12
How many members of the faculty traveled abroad for research purposes this year?	2
FACULTY PUBLIC SERVICE	
How many members of the faculty in your department served in honors organizations this year?	0
How many members of the faculty in your department held positions in professional organizations this year?	3
How many members of the faculty in your department served as advisors to student organizations this year?	3

How many members of the faculty participated in cooperative consulting efforts this year?	4
How many members of the faculty in your department served on institution (UWG) wide committees this year?	5
How many members of the faculty in your department served on USG system committees this year?	0
How many members of the faculty in your department participated in public service activities this year?	4
FACULTY GRANTS/AWARDS	
How many grant applications were submitted by members of the faculty in your department this year?	1
How many grant proposals were funded for members of the faculty in your department this year?	1
What is the total dollar amount of the grants funded for members of the faculty in your department this year?	\$5000
Please list the total number of grants generated by faculty members in your department.	1
Please list the total number of faculty receiving grants in your department this year.	4
Please list the total number of faculty receiving fellowships in your department this year.	0
Please list other notable achievements accomplished by faculty in your department this year.	
IMPORTANT: Please do not abbreviate. Please spell out all organization/program names.	
Please list all new degree or certificate programs launched in your department this year. Please list the full and accurate program title.	NA
Please list any changes to the structure of your department (or the substructures within your department) implemented this year.	NA
Please list new or renewed accreditation or similar distinction received in your department this year. Please include the name of the accrediting body and date received.	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)
Please list any additional comments about your department based on this year's work.	