

**STATE UNIVERSITY OF WEST GEORGIA  
2002-2003 ANNUAL REPORT**

**DEPARTMENT OF MARKETING & REAL ESTATE**

**I. University Mission Statement:** The purpose of West Georgia is to provide opportunities for intellectual and personal development through quality teaching, scholarly inquiry, creative endeavor, and service for the public good. The University aspires to preeminence in providing educational excellence in a personal environment through an intellectually stimulating and supportive community for its students, faculty, and staff.

**II. Richards College of Business Mission Statement:** The primary mission of the College is to provide quality professional education, built upon a common body of knowledge, in various functional areas to prepare students for positions of leadership in business administration and in business education.

**III. Department Mission Statement:** The Department of Marketing and Real Estate provides excellent professional education in a personal environment to prepare students for positions in the field of marketing and real estate.

In addition to the primary mission of quality education, we are committed to:

1. Providing exemplary service to business, government and the University with respect to consulting, employee training, and management development; and
2. Encouraging professional development through workshops, consulting, research, and scholarship.

**IV. Departmental Statement of Goals and Assessment :**

**Short-Term Goals:**

Prepare majors to achieve an above average success rate for the graduates on professional certification examinations (where appropriate) and place graduates in jobs with average starting salaries.

**Long-Term Goals:**

Educate and train majors to develop high demand job skills.

**Objectives.**

In order to achieve its goals and fulfill its mission, the Department has established short-and long-term objectives. Accomplishing these objectives will ensure that:

1. Our programs have an excellent reputation among employers;
2. We provide the best possible undergraduate and graduate education to our students;
3. Ample institutional and external support for professional development activities and need exists;
4. Instruction, scholarship, and service activities are goal directed, conducted efficiently and effectively, and rewarded based on the value of these contributions to the achievement of goals;
5. The prospects for attracting and retaining quality students and faculty are high; and
6. The relations between the Department and various publics are excellent.

### **A. Short-Term/Ongoing Objectives**

1. Faculty Development:
  - a. Involve all faculty in research activities
  - b. Provide current computers and network access, hardware, and software for research and teaching
  - c. Involve faculty in memberships in professional organizations and urge them to attend meetings and other activities
  - d. Update library holdings to fit the Marketing and Real Estate programs.
2. Curriculum:
  - a. Bring innovative teaching methods into the classroom (i.e., team teaching, case presentations, real life problems and solutions, methods designed to improve written and oral communications, active learning, and ethics and multicultural content).
  - b. Provide increased opportunities for cooperative programs.

Annually, review the Department programs and courses with special attention to up-to-date content and research orientation.

3. Other:
  - a. Attract business firms and governmental agencies to campus interviews.
  - b. Establish contracts with firms and individuals in order to obtain funds and grants for students and faculty.
  - c. Involve faculty in instructing continuing professional education seminars.

### **B. Long-Term Objectives**

1. Faculty Development:
  - a. Produce one research article per faculty per year
  - b. Involve the faculty in external professional experiences
  - c. Ensure that salary compression is not severe
  - d. Maintain faculty lines in step with student growth and additional requirements from professional and accrediting organizations.
  
2. Curriculum:
  - a. Integrate instructional tools that promote critical thinking in all levels of course instruction (e.g., cases).
  - b. Establish student internship programs, where appropriate.
  
3. Other:
  - a. Attract quality liberal arts students to the programs.
  - b. Attract quality high school graduates to our programs.
  - c. Maintain AACSB accreditation for all programs.
  - d. Make sure that course contents reflect the technical and theoretical changes in Marketing and Real Estate environments.

## **PART 2**

### **PROCEDURES FOR ASSESSING THE EFFECTIVENESS OF DEPARTMENTAL GOALS IN THE ACHIEVEMENT OF THE DEPARTMENTAL MISSION**

The Departmental mission is to provide quality Marketing and Real Estate education to students and to develop professionally accomplished faculty. Institutional and professional service activities are expected to occur as the mission is accomplished.

Two goals and numerous underlying objectives are set by the Department. The procedures for assessing the effectiveness of the objectives in achieving the goals and accomplishing the mission rely on output measures (e.g., academic and job performance of students and publications by faculty).

**The Short-Term Goal:**

Our students must either be able to obtain gainful employment, or be successful in graduate studies. In addition, they should perform better than average on professional examinations. A department with a reputation for teaching excellence provides its students with an opportunity of obtaining gainful employment and/or entering advanced degree programs. The success of students on professional certification examinations and in graduate programs promotes the Department's reputation.

Information on average salaries by location and employment category, and success rates in professional certification examinations are available from various organizations. Verification of the data is accomplished by providing the graduating students a survey form that can be returned to the Department at no cost. Using the same form, the Department tracks the salary levels and employment and education status of its graduates as indicators of mission success in the long-run.

While the procedures above examine measures of long-term effectiveness, short-term measures are also available. Marketing and Real Estate programs utilize senior projects to assess their instructional quality. The assessment results are used to eliminate weaknesses in specific areas of instruction, with the purpose of achieving the stated goals within the time period. While the senior project in RELE 4705 constitutes a comprehensive evaluation of course work in the real estate area, the projects in MKTG 4870 assess learning outcomes in the Marketing area

Professional certification exam reports contain comparisons of the performance of SUWG students to national, state, and regional averages and the performance of the graduates of other state universities and colleges. Salary surveys contain national and regional averages by job categories.

These assessment procedures can be useful in detecting weaknesses in instruction and job placement. Once the areas that are in need of improvement are identified, additional efforts and attention may be devoted to these objectives. Using placement and salary data, the faculty can increase its efforts in networking with professionals in the Marketing and Real Estate fields. Finally, the Department can enhance the amount of time and effort devoted to recruit and retain bright students through study labs, school visits, and cooperative placement.

**The Long-Term Goal:**

Departmental faculty must be active in research, publication, development of computerized or manual cases and other study aids, instructing and attending professional development workshops, presenting papers at professional meetings, serving on committees and task forces, and other research and service endeavors. Products of these activities coupled with the accomplishment of the educational goal will lead to the accreditation of the academic programs and help in securing continued accreditation for the Marketing and Real Estate programs and School of Business.

Obtaining accreditation for the departmental programs attracts quality faculty and students. Skilled educators and dedicated students, in turn facilitate the achievement of the mission and goals. Obtaining accreditation is synonymous to having professionally accomplished faculty.

Since the long-term goal and its underlying objectives are stated in the form of specific actions, periodic observations and the annual personnel evaluation process are sufficient to assess their success or failure.

AACSB accreditation criteria states that all faculty must engage in research and professional development activities. A reliable rule is for a faculty to have, on the average, one research activity per member per year. The Department is committed to achieve this level of research productivity annually. All research and professional development activities, as well as institutional and other service activities, will be documented and evaluated annually.

**V. General Statement of Departmental Condition:** The Department of Marketing and Real Estate has grown from 326 majors and premajors in 1997-98, to 544 in 2002-03. We have initiated student organizations for each major, and award the "Student of the Year" in each major. A faculty of six has a high service commitment, and continues to receive very high teaching evaluations. We personally advise each of our 544 majors, and our "open door" policy has created a cordial yet professional atmosphere in the department. The department has done marketing plans for three local nonprofit organizations, and continues to be active in service related activities.

The Department has chosen to upgrade programs in undergraduate research, technological preparation for students, and professional preparation (thereby supporting three of the University's five stated areas of excellence for the future). The Business Research course, which was recently added to the Business core has been developed to emphasize student research projects, incorporating on-line secondary research and statistical analysis using SPSS software. Research projects are also encouraged in several other Marketing and Real Estate electives, along with presentations at the "Big Night" research competition. However, we are in need of an additional faculty position in order to continue to adequately support our research and technology emphasis as well as the increase in majors and credit hours. In the area of technology development, we have increased the incorporation of on-line and web technologies in our

classes in order to enhance the effectiveness of our teaching methodologies. Most classes have extensive and continuously updated class information available on the web, along with powerpoint presentations and e-mail communication. The Marketing Information Systems and Research course has been developed to focus more on information systems, database marketing, e-marketing and Customer Relationship Management software. In addition, we also offer courses in E-marketing and Internet Research in Real Estate.

The third area of emphasis is to involve our department in service to the community and professional preparation for our students. Each semester, the senior level Marketing majors enrolled in the capstone class (Marketing Management) do a marketing plan for a local nonprofit organization (Hite). The students gain professional preparation by applying the marketing concepts learned in coursework to assist an actual organization, while simultaneously providing community service. The students further hone communication skills by making a professional business presentation using power point technology and providing a written hard copy (using color illustrations). Examples of these senior projects are available for viewing upon request.

#### **VI. Notable Departmental Achievements:**

1. Now have 544 majors and pre-majors (up from 293 in 1997).

#### **VII. Student Achievements:**

	<b>No.</b>
A. Published Research Papers	0
B. Presentations	<u>4</u>
C. Internships	<u>13</u>
D. Co-Ops	<u>Unknown</u>
E. Scholarships	3
F. Fellowships	<u>0</u>
G. Notable Awards	<u>2</u>
H. Other Notable Achievements	0

*Megan Feeney was named "Marketing Student of the Year"*

*Jared Rolan was named "Real Estate Student of the Year"*

*Kristina Harkey received a Cox Memorial Scholarship*

*Alexa Sagy received a Cox Memorial Scholarship*

*Lauren Holt received a Richards Memorial Scholarship*

#### **VIII. Faculty/Staff Productivity:**

<b>A. Teaching</b>	<b>No.</b>
1. New Course Development	<u>0</u>
2. Faculty Teaching Honors Courses	<u>1</u>
3. Percent of Faculty Involved in Academic Advisement	<u>100%</u>
4. Teaching Awards	<u>0</u>
5. Other Teaching Recognitions (please specify):	<u>N/A</u>

---



---



---

<b>B. Research/Scholarship/Intellectual Contributions</b>	<b>No.</b>
1. Books and Monographs	<u>0</u>
2. Book Chapters	<u>0</u>
3. Peer Reviewed Articles	<u>7</u>
4. Non-Refereed Articles	<u>0</u>
5. Proceedings Papers	<u>5</u>
6. Other Paper Presentations	<u>0</u>
7. In-House Publications	<u>0</u>
8. Journal Editor/Reviewer	<u>5</u>
9. Book Chapter Editor/Reviewer	<u>0</u>
10. Offices Held in Professional Organizations	<u>1</u>
11. Presenter in Professional Programs	<u>3</u>
12. Chair/Discussant in Professional Programs	<u>0</u>
13. Participation in Honors Organizations	<u>2</u>
14. Research Awards (e.g., best paper, best research study)	<u>0</u>
15. Other Contributions not mentioned above (please specify):	

Center for Teaching and Learning Seminars  
Led Chamber at Commerce Leadership Workshop  
Georgia Real Estate Appraisers Board  
Led Carroll County Board of Education Workshop  
Economic Forecasting Breakfast

**C. Grants**

	<b>No.</b>
1. Grant Proposals Submitted	<u>1</u>
2. Grant Proposals Funded	<u>1</u>
3. Total Grant Dollars Funded	<u>\$345</u>
4. Other Grants/Awards—i.e., gifts, contracts, fellowships (please specify):	

Numerous gifts from local businesses and individuals (\$2,700)

**D. Service Activities**

	<b>No.</b>
1. Student Organization Advisement	<u>2</u>
2. Committee Chair Assignments	<u>1</u>
3. Service on Departmental Committees	<u>11</u>
4. Service on RCOB Committees	<u>10</u>
5. Service on University Committees	<u>12</u>
6. Service on System-wide Committees	<u>0</u>
7. Consulting Assignments	<u>14</u>
8. Professional Development Hours	<u>200</u>
9. Other Service Activities Not Included Above (please specify):	

Southeastern Guide Dogs, Don't Litter Georgia, and  
the Carroll County Emergency Shelter

**IX. New Degree Programs/New Emphases/New Tracks/etc.**

**X. Items Not Mentioned in I-IX Above:**



**Table 1**  
**Enrollment Statistics**  
**Department of Marketing and Real Estate**  
**1997-2003**

Enrollments	1997-1998	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003
<b>Student Credit Hours</b>	3750*	3352 (460 +2892)	3588	3336	3729	5016
<b>Number Enrolled in Classes</b>	750	1056 (92 + 964)	1196	1112	1243	1672
<b>Majors**</b>						
MKTG: Pre-Majors	212	258	268	277	332	348
Majors	50	69	88	110	120	100
RELE: Pre-Majors	52	60	57	57	63	76
Majors	12	22	16	11	19	20
<b>TOTALS</b>	<b>326</b>	<b>409</b>	<b>429</b>	<b>455</b>	<b>534</b>	<b>544</b>

\* 1997-1998 were in quarter hours which distorts appearance.

\*\* Spring Quarter/Semesters

**Table 2**  
**Teaching**  
**Department of Marketing and Real Estate**  
**2002 - 2003**

Faculty	No. of Sections Taught Fall 02 & Sp 03*	No. of Different Preparations	No. of Students		Total # of under grads and graduate students	Traditional courses	On line courses	GSAMS courses
			undergrad	grad				
Burton	6	5	140		140	5		
Haynes	6	4	353		353	4		
Hite	3	1	75	6	81	1		
McIntyre	6	4	232	34	266	4		
Talpade	6	5	287	2	289	5		
Rickard	8	3	284		289	4		
<b>Total</b>	<b>35</b>	<b>22</b>	<b>1376</b>	<b>42</b>	<b>1418</b>	<b>23</b>	<b>0</b>	<b>0</b>

\* Excludes summer (except for chair)

**Table 3**  
**Research and Publication**  
**Department of Marketing and Real Estate**  
**2002 - 2003**

Professors	Books and Monographs	Book chapters	Peer Reviewed Articles	Non-Refereed Articles	Preceding Papers	Other Paper Presentations	In-house Publications	Journal Editor/Reviewer	Book Chapter Editor/Reviewer	Offices held in Professional Organizations	Presenter in Professional Programs	Chair/discussant in Professional Programs	Participation in Honors Organizations	Research Awards	Other contributions Attend Professional Meetings
Burton	0	0	0	0	0	0	0	0	0	0	2	0	1	0	4
Haynes	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Hite	0	0	2	0	2	0	0	0	0	0	0	0	0	0	1
McIntyre	0	0	3	0	3	0	0	4	0	0	3	0	1	0	2
Talpade	0	0	1	0	0	0	0	1	0	0	0	0	0	0	2
Rickard	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
<b>Totals</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>11</b>

**Table 4**  
**Grant Work**  
**Department of Marketing and Real Estate**  
**2002 - 2003**

Faculty	Grant Proposals Submitted	Grant Proposals Funded	Total Grant Dollars Funded	Total Gifts Generated by Department	Total Contracts Awarded	Total Fellowships Awarded
Burton	1	1	\$345	\$ 500	0	0
Haynes	0	0	0	\$1400	0	0
Hite	0	0	0	\$ 300	0	0
McIntyre	0	0	0	\$ 300	0	0
Talpade	0	0	0	\$ 200	0	0
Webb	0	0	0	0	0	0
<b>Totals</b>	<b>1</b>	<b>1</b>	<b>\$345</b>	<b>\$2700</b>	<b>0</b>	<b>0</b>

**Table 5**  
**Service Activities**  
**Department of Marketing and Real Estate**  
**2002 - 2003**

Faculty	Student Organization Advisement	Committee Chair Assignments	Service on Department Committees	Service on RCOB Committees	Service on University Committees	Service on System Wide Committees	Consulting Assignments	Professional Development Hours	Other Service
Burton	0	0	2	3	6	0	11	40	2
Haynes	1	0	2	2	2	0	0	40	0
Hite	0	2	3	1	2	0	3	40	3
McIntyre	0	0	2	3	3	0	0	40	4
Talpade	0	0	3	1	1	0	0	40	2
Webb	0	0	0	0	0	0	0	0	0
<b>Totals</b>	<b>1</b>	<b>2</b>	<b>12</b>	<b>10</b>	<b>14</b>	<b>0</b>	<b>14</b>	<b>200</b>	<b>11</b>