

UNIVERSITY OF WEST GEORGIA
ANNUAL REPORT
Fiscal Year 2007 (July 1, 2006 to June 30, 2007)

DEPARTMENT OF

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

1*	Departmental Mission/Vision Statement (<i>url only, required</i>)	http://www.westga.edu/~mktreal/mission.html
2*	Departmental Statement of Goals, Process to Assess These Goals, and Assessment Results (<i>url only, required</i>)	http://www.westga.edu/~mktreal/goals.html
3*	Departmental Statement of Curriculum Learning Outcomes, Process to Assess These Outcomes, and Assessment Results for each Degree Program (<i>url only, required</i>)	http://www.westga.edu/~mktreal/L0assessment.doc
4*	Statement of Departmental Condition - please indicate the specific strengths and weaknesses of your department.	
	STRENGTHS:	
	<u>Certain strengths remain:</u>	
	<p>The Department of Marketing and Real Estate had another excellent year in 2006-2007. 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. 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. Two faculty sponsored student research projects were presented by the department this year at the annual 'Big Night' competition and one of them won first place. This year we also designed and introduced a 'Certificate in Sales' program for business as well as non-business majors.</p> <p>The department performed excellently in terms of faculty research. With a total of only five tenure track faculty members in the department, we had a total of eight refereed journal articles published and 3 conference papers. Two faculty members attended a total of three academic conferences. All faculty members are currently working on research projects, and the research output should be as good next year.</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 27 committee assignments were completed during the year. Dr. Burton led three Chamber of Commerce Leadership Workshops, and was the featured speaker at two Leadership academy meetings. He also updated the website showing Real Estate Research concerning Market Data on rental rates and sales in Carroll County. Brian Rutherford was active in academic conferences and served as track chair at a conference. Three faculty members were student organization advisers and there were 11 departmental committee assignments, 11 College of Business Committee assignments, 6 University committee assignments.</p>	
	<u>Additional strengths:</u>	
	<p>Marketing majors in four sections of advertising completed consulting projects with local firms – Carroll County Foster Parent Organization, Mail and More, and Ejese Urgent Care Center. 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 \$1000 in donation to the department. 10 Marketing majors and 2 Real Estate majors also obtained internships during the year.</p> <p>We have increased the incorporation of on-line and web technologies in 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 e-mail communication. Four sections of Principles of Marketing and Business Research incorporated WebCT into their instructional methodologies. This year for the first time</p>	

we offered an online class in Principles of Marketing. This was a resounding success and we are planning to offer more online sections next year.

The International Summer Studies Program was offered again in Summer 2006, and by all measures was a tremendous success. A \$500 scholarship was offered by the department for qualified students, and overall, a total of 9 marketing students received various scholarships for participating in this program. This program is now a model for developing other such programs and will be offered again in summer 2007.

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:

OPPORTUNITIES:

Certain opportunities remain:

A major opportunity is presented by the rapid growth in the department. Both Marketing and Real Estate majors and pre-majors have grown substantially over the last five years, and especially 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:

We are continuing to pursue opportunities to build relationships with the business community and simultaneously provide community service through class projects and internships. Marketing majors in four sections Advertising completed outside projects. These plans were presented to representatives of the organizations who expressed a high level of satisfaction with the plans and the professionalism of the students. One project resulted in a donation of \$1000 to the department. We plan to continue such projects next year. 10 Marketing majors and two Real Estate Majors obtained internships during the year.

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	60% 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	1
13	Total Presentations	6
14	Total Internships	12
15	Total Co-ops	0
16	Total Scholarships	15
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	7
21	Total Student Programs (debate, cheerleaders, athletic teams) receiving National Recognition	0
22	Other notable achievements by Students <i>Katherine Wilson was named "Marketing Student of the Year"</i> <i>David Plevak was named "Real Estate Student of the Year"</i> <i>Sarah Dubale received the Cox Memorial Scholarship.</i> <i>3 Real Estate students received the Ingram Scholarship.</i> <i>7 Marketing students were inducted into the Beta Gamma Sigma honors society.</i> <i>7 Marketing students received Stars (students abroad with regents support) Scholarships.</i> <i>2 Marketing students received Study Abroad Scholarships.</i> <i>10 Marketing students got internships with local firms</i> <i>2 Real Estate student got internships with a local firms</i> <i>Four advertising plans for local Firms were completed by Marketing students.</i> <i>One of these advertising plans received a gift of \$1000 to the department.</i> <i>Two Marketing Students Sponsored by Ms. Rickard Presented their research paper at "Big Night" and won the best paper award.</i> <i>Two Real Estate Students Sponsored by Dr. Burton Presented their research paper at "Big Night"</i> <i>17 Marketing Students went on the International Summer Studies Program in Summer 2006.</i>	

FACULTY/STAFF PRODUCTIVITY

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

TEACHING

23	Total New Course Developments	2
24	Total Faculty Teaching Honors Courses	3
25	Total Faculty traveling Abroad for Teaching Purposes	1
26	Percent of Faculty involved in Academic Advisement	100%

RESEARCH/PRODUCTIVITY

27	Total Books and Monographs	1
28	Total Book Chapters	1
29	Total Peer Review Articles	8
30	Total Other Shorter Works	9
31	Total Paper Presentations	3
32	Total Other Presentation	0
33	Total In-House Publications	1

34	Total Juried Exhibits/Performances	0
35	Total Other Exhibits/Performances	0
36	Total Positions Held in Journal Editing/Review	4
37	Total Faculty involved in Notable Continuing Education Efforts	7
38	Total Faculty traveling Abroad for Research Purposes	0
PUBLIC SERVICE		
39	Total Participants in Honors Organizations	4
40	Total Offices held in Professional Organizations	2
41	Total Advisors of Student Organizations	3
42	Total Participants in Cooperative Consulting Efforts	2
43	Total System-wide/UWG Committee Activities	6
44	Total Participants in Public Service Activities	4
45	Other notable achievements by Faculty	
	<p>Teaching Achievements: <i>Cheryl Brown developed a new online course in Principles of Marketing.</i> <i>Cheryl Brown participated in a special online faculty development program for developing online class content.</i> <i>Ms Rickard worked with students on developing Advertising plans for Carroll County Foster Parent Organization, Mail and More, Ejese Urgent Care Center. One of these plans resulted in a gift of \$1000 to the department.</i> <i>The International Summer Studies Program, with Dr.Talpade as director was successfully offered in summer 2006.</i> <i>There were a total of 17 course innovations in the department.</i></p> <p>Research Achievements: <i>Ms.Rickard sponsored two students who won the Best Paper Award at the RCOB Big Night competition.</i> <i>Dr. Burton also sponsored two students at the 'Big Night' research competition.</i> <i>A total of eight papers were published in refereed journals which was an excellent achievement for just six tenured faculty members</i> <i>Brian Rutherford was very active in academic conferences, presenting two papers and serving as track chair at a conference.</i> <i>Dr. Burton presented at four professional programs.</i></p> <p>Service Achievements: <i>Dr. Burton led three Chamber of Commerce Leadership Workshops</i> <i>Ms. Rickard developed advertising plans for local businesses Carroll County Foster Parent Organization, Mail and More, Ejese Urgent Care Center.</i> <i>Dr. Webb was chair of the University matters committee.</i> <i>Dr. Burton updated a website showing original Real Estate Research concerning Market Data on rents and sales in Carroll County.</i> <i>Dr. Talpade maintained and updated the departmental website and the website showing Georgia Chambers of Commerce Directory.</i></p>	
GRANTS/AWARDS		
46	Total Proposals Submitted	0
47	Total Proposals Funded	0
48	Total Amount Awarded	0
49	Total Grants Generated by Department	0
50	Total Faculty receiving Grants	0
51	Total Fellowships Awarded	0
IMPORTANT: Please do not abbreviate. Please spell out all organization/program names.		
52	New Degree Programs or Deletions (name of program and semester added/deleted)	
53	New Departments or Other New Units; Also any Restructuring of These	

54	Accreditation or Similar Distinction or Renewal <i>(name of accrediting body and date department/program received accreditation)</i>
55	Additional Comments Concerning Your Department
56*	Give an example of how your department used the assessment of goals and outcomes to change/improve a process. <i>(Required)</i> Developed a new online course in Principles of Marketing based on student feedback and business trends. Included an international select in the business core curriculum as well as more coverage of ethics based on trends in the business environment and feedback from Board of Visitors. 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. 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.

UPON COMPLETION

Please email completed report to:

Institutional Research and Planning

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