

UNIVERSITY OF WEST GEORGIA
ANNUAL REPORT
Fiscal Year 2008 (July 1, 2007 to June 30, 2008)

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 2007-2008. 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 4.6/5.0 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. Two faculty sponsored student research projects were presented by the department this year at the annual 'Big Night' competition. This year we also implemented the 'Certificate in Sales' program which was introduced last year. This program has generated a lot of student interest by business as well as non-business majors. Cheryl Brown received a RCOB teaching award at the beginning of the year.</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 six refereed journal articles published and 1 conference paper. Two 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. Rickard received the RCOB award for faculty sponsored student research.</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 17 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 are currently enrolled in an online teaching certificate program. Deborah Webb and Jim Burton both received RCOB service awards.</p>																																											
	Trends in Majors and Pre-majors																																											
		<table border="1"> <thead> <tr> <th></th> <th>Summer 2006</th> <th>Fall 2006</th> <th>Spring 2007</th> <th>Sum 2007</th> <th>Fall 2007</th> <th>Spring 2008</th> </tr> </thead> <tbody> <tr> <td>Pre-Marketing</td> <td>232</td> <td>259</td> <td>234</td> <td>213</td> <td>295</td> <td>279</td> </tr> <tr> <td>Marketing</td> <td>208</td> <td>198</td> <td>211</td> <td>214</td> <td>203</td> <td>214</td> </tr> <tr> <td>Pre-Real Est.</td> <td>80</td> <td>107</td> <td>103</td> <td>93</td> <td>85</td> <td>73</td> </tr> <tr> <td>Real Estate</td> <td>54</td> <td>61</td> <td>61</td> <td>62</td> <td>62</td> <td>49</td> </tr> <tr> <td>TOTALS</td> <td>574</td> <td>625</td> <td>609</td> <td>582</td> <td>645</td> <td>615</td> </tr> </tbody> </table>		Summer 2006	Fall 2006	Spring 2007	Sum 2007	Fall 2007	Spring 2008	Pre-Marketing	232	259	234	213	295	279	Marketing	208	198	211	214	203	214	Pre-Real Est.	80	107	103	93	85	73	Real Estate	54	61	61	62	62	49	TOTALS	574	625	609	582	645	615
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Trends in class enrollments

	Summer 2006	Fall 2006	Spring 2007	Su 2007	Fall 2007	Spring 2008
Marketing	283	657	718	306	627	792
Real Estate	79	139	170	59	153	141
TOTALS	362	796	888	365	780	933

Additional strengths:

Marketing majors in two sections of advertising completed consulting projects with local firms – Lil-t-Pot and Rachels wish foundation. 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 \$500 in donation to the department. 16 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 an equally well qualified part-time instructor --- James Hazeltine.

We have increased the incorporation of on-line classes in our course offerings and are now offering a couple of sections of principles and three marketing electives online. This was one of the major objectives we had set for the department last year. We have also incorporated WebCt 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 all course grades throughout the semester.

The International Summer Studies Program was offered again in Summer 2007, and by all measures was a tremendous success. Overall a total of 14 students participated in this program and 8 marketing students received various scholarships for this program. This program is currently on-track to be offered again in summer 2008 with 23 participants.

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. 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:

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.

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:

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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	34% 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 <i>(please list)</i>	
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	17
15	Total Co-ops	0
16	Total Scholarships	10
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	10
21	Total Student Programs (debate, cheerleaders, athletic teams) receiving National Recognition	0
22	Other notable achievements by Students <i>Braxton Calloway was named "Marketing Student of the Year"</i> <i>Christopher Simmons was named "Real Estate Student of the Year"</i> <i>Julie Terrill received the Cox Memorial Scholarship.</i> <i>Amanda Traber received the Yeager Family Scholarship</i> <i>9 Marketing students and 1 Real Estate Student were inducted into the Beta Gamma Sigma honors society.</i> <i>6 Marketing students received Stars (students abroad with regents support) Scholarships.</i> <i>4 Marketing students received Study Abroad Scholarships.</i> <i>16 Marketing students got internships with local firms</i> <i>1 Real Estate student got internships with a local firms</i> <i>Two advertising plans for local Firms were completed by Marketing students.</i> <i>One of these advertising plans received a gift of \$500 to the department.</i> <i>Two Marketing Students Sponsored by Ms. Rickard and two Students Sponsored by Dr. Wei Presented their research paper at "Big Night".</i> <i>Two Real Estate Students Sponsored by Dr. Burton Presented their research paper at "Big Night"</i> <i>10 Marketing Students went on the International Summer Studies Program in Summer 2007.</i>	

FACULTY/STAFF PRODUCTIVITY

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

TEACHING

23	Total New Course Developments	3
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	0
28	Total Book Chapters	0
29	Total Peer Review Articles	6
30	Total Other Shorter Works	3
31	Total Paper Presentations	1
32	Total Other Presentation	3
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	0

PUBLIC SERVICE

39	Total Participants in Honors Organizations	4
40	Total Offices held in Professional Organizations	0
41	Total Advisors of Student Organizations	2
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

Teaching Achievements:

Cheryl Brown developed a three new online course in Services Marketing, Advertising and Business Research.

Minna Rollins developed an online course in Business-to-Business Marketing.

Jack Wei developed an online course in Electronic Marketing.

Cheryl Brown participated in a special Distance Learning Advanced Technologies Course.

Ms. Rickard, Dr. Burton, Dr. McIntyre, Dr. Wei, and Ms. Rollins all participated in an online distance learning certification course.

Ms Rickard worked with students on developing Advertising plans for Lil-t-Pot and Rachels wish foundation. One of these plans resulted in a gift of \$500 to the department.

The International Summer Studies Program, with Dr.Talpade as director was successfully offered in summer 2007.

There were a total of 17 course innovations in the department.

Research Achievements:

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

Ms. Rickard and Dr. Burton hosted the Big Night competition.

Ms.Rickard, Dr. Burton and Dr. Wei each 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 Lil-t-Pot and Rachels wish foundation

Dr. Webb was a senator and on the University matters committee.

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	Total Proposals Submitted	1
47	Total Proposals Funded	1
48	Total Amount Awarded	\$30,000
49	Total Grants Generated by Department	
50	Total Faculty receiving Grants	1
51	Total Fellowships Awarded	
IMPORTANT: Please do not abbreviate. Please spell out all organization/program names.		
52	New Degree Programs or Deletions <i>(name of program and semester added/deleted)</i>	
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. (Required) Last year based on student feedback and an RCOB initiative, we developed a new online course in Principles of Marketing. This year we continued this trend and developed five new online classes, two of which were offered during the spring 08 semester and three will be offered in summer 08. We continue to offer two sections of online principles of marketing each semester. 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:

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 678-839-6449