

DEPARTMENT OF MARKETING AND REAL ESTATE

DEPARTMENTAL GOALS

Departmental Goals.

1. Maintain and enhance the environment for excellence in student learning.
2. Attract high quality students to the Marketing and Real Estate majors.
3. Maintain a current and relevant curriculum.
4. Bring innovative student learning methods into the classroom.
5. Continue to effectively utilize technology in the classroom and in research.
6. Encourage faculty development activities in the form of research, publications, grant work, consulting and other professional development activities.
7. Maintain AACSB accreditation standards for all programs.
8. Continue to integrate 'international' aspects into the curriculum and to offer study-abroad programs.

Processes to achieve/assess 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 scholarship opportunities.
5. Support programs that provide opportunities and recognition for student academic achievement.
6. Provide course schedules and delivery methods (online; off-campus) that accommodate the needs of students.
7. .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.
2. Encourage and reward faculty to include case analysis, outside business projects, research projects, and other innovative learning tools.
3. 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.