

Department of Marketing and Real Estate **Highlights of the 2010-11 Academic Year**

Faculty Attending:

UWG Preview Days: Two departmental faculty participated at each UWG Preview Day in 2010-11.
Graduations: All faculty attended at least one graduation ceremony during the year. About one-half of the faculty attended the graduation in Summer 2010. The Department of Marketing and Real Estate also well represented at a number of other university events such as Honors Day, Festival of Majors, and the study-abroad fair.

Student Research:

Several student research projects were conducted in the Marketing and Real Estate department this year. Dr. Burton and Dr. Talpade worked on a project with a Real Estate student that resulted in a publication in a peer reviewed journal. Dr. Talpade also worked on a project with a graduate student that was presented at the SOBIE conference in Destin FL. Dr. Nickells worked with several students from the Marketing Club on a research project with the Atlanta Falcons. Six more independent study research projects were conducted by various faculty members, including Dr. Rollins, Dr. Hazari, Dr. Burton, and Ms. Brown. Dr. Rollins also supervised a student study on the RCOB GMAT exams, the results were presented to the dean's office in March 2011. She is also currently supervising a study "RCOB Alumni Survey 2011". All students in the business research (3808), Real Estate Research Class (3711) are also required to conduct group research projects. Dr. Susan Hall coordinated the RCOB 'big night', which focuses on undergraduate research activities.

Student Scholarships, Awards and Internships:

- Croft, Vanessa, John B. Bohannon Real Estate Scholarship (\$250)
- Boyde-Hill, Tania, Gibson/Overton Peete Memorial Scholarship (\$700)
- Michael, Ali S., Helen Harper Burton Memorial Scholarship (\$1000)
- Sarah Mathis, Marketing student of the year award (\$200)
- Michael, Ali, Real Estate Student of the Year award (\$200)
- Candace Buchanan, Business Education student of the year (\$200)
- 8 students received the STARS scholarship for study abroad in London (\$500 each)
- 14 students received the STARS scholarship for study abroad in China (\$500 each)
- 6 Marketing Majors were inducted into Beta Gamma Sigma Honorary society – Rachel Bryant, Justin Griffin, Katie Holland, Brenda Hudlow, Stephanie Lockridge, Nathalie Zeidler.

- Twenty-one students completed internships last year.

Marketing students were also awarded a number of other scholarships including Hope, Ingram, Presidential, and Athletics.

Department Club Information:

- David Nickell was Faculty Advisor of the Marketing Club, a student chapter of the American Marketing Association. They have 30 students registered with the AMA, and many more who attend meetings regularly. Their biggest project was a research project with the Atlanta Falcons. They worked with the Falcons to collect data on their corporate sponsors as well as to help build their database of game attendees by encouraging patrons to register their information for the opportunity to win prizes. In addition, they organized a field trip to the Chick-fil-A corporate offices where they had a meeting with the CEO. Eight students also accompanied Dr. Nickells to attend the national AMA collegiate conference in New Orleans. The club also participated in a food drive organized by the RCOB. Dr. Nickells is also the faculty advisor for a new student organization, the advertising club.

Guest Speakers:

The Marketing Lecture Series – This year Dr. Nickells initiated the Marketing Lecture series to get professionals from the Business community to speak to Marketing students. This speaker series is run through the Marketing Club with student volunteers conducting all organizational activities. All marketing students were invited to these lectures and they were open to all RCOB students.

This year they invited nineteen speakers –

- Karl Hellman, Founder and President, Resultrek
- Mark Carubia, Director of Product Management, Vocalocity.
- Jeffrey Emenecker, Partner, Five x Five.
- Carol Godfrey, VP Marketing, Southwire.
- Wes Johnston, Director, Center for Business and Industrial Marketing.
- Dana Jones, Social Media and Interactive Specialist, Trio Media Group.
- David Tanner, Marketing Program Manager, Wells Fargo.
- Guy Lever, VP-Global Maintenance, Global Solutions.
- Robin Worley
- Craig Apatov, Managing Partner, Ascension Growth & Innovation Strategies.
- Seth Rosemond, CEO, Payless Décor.
- Don Rovak, Director of Ticket Sales, Atlanta Falcons.
- Faylene Bell, Director of Marketing, DIGITAS.
- Joellyn Sargent, President, BrandSprout.
- Tony Suarez, Former CEO, Mattel.
- Carol Gibson Hoeller, Director of Carpet Retailing, Home Depot.
- Tim Yancey, Director of Logistics, Chick-fil-A
- Harold Ball, Partner, Five x Five.

Other class speakers included -

- Mrs. Patricia Goodson, (Owner of Dish Satellite services MKTG 3801)
- Ms. Beverly Ervin, (Southwire, MKTG3803)

Faculty Research and Professional Development:

Marketing and Real Estate Departmental faculty have performed excellently in terms of research and professional development this year. They had 20 peer reviewed journal articles accepted for publication last year along with 13 conference papers and one book chapter. This is the highest number of publications in the history of this department. It is especially creditable given that the department currently has just 8 active tenure track faculty members.

In addition, departmental faculty were also active as conference attendees, track and session chairs, and reviewers. Dr. Wei was track chair at two professional conferences SMA and AMA, Cheryl Brown was session chair at the International Academy of Business Disciplines Conference, and Susan Hall was session chair at the Delta Pi Epsilon national conference. A total of 19 reviewer positions were held by departmental faculty members. Almost all faculty members attended at least one professional conference.

Dr. Rollins and Dr. Nickell received the RCOB research scholar award for \$5,000. Mimi Rickard received the Stone Endowment Grant for \$1000 as well as the RCOB faculty service award. Dr. Hazari and Dr. North received the Delta Pi Epsilon national research award.

Dr. Hazari is currently on the Delta Pi Epsilon national dissertation award review committee, Ms. Rickard is currently enrolled in a DBA program at Kennesaw State University and Sandra Thompson was elected to the Federal Education Advisory committee as well as the Georgia US Senate Education Advisory Committee and the Georgia Secondary School System Advisory Committee.

Jim Burton also conducted three workshops for Carroll County Chamber of Commerce Leadership Academy and attended a workshop on uniform standards of appraisal practice. He also renewed his Georgia licenses for Real Estate Broker and Certified General Appraiser, as well as Alabama License for Certified General Appraiser. Cheryl Brown attended three workshops on "Teaching Tools in the Changing Classroom", "The New (and Old) Ways Students Cheat", and "using Wimba for Office Hours". Dr. Hazari participated in a workshop sponsored by UWG Distance Education, "iApollo Workshop.

Grant/Consulting Activities

Marketing and Real Estate faculty conducted several consulting projects and obtained numerous grants during the past year. These included:

- Dr. Jim Burton completed more than 12 applied real estate research projects, primarily commercial appraisals and market studies, for various businesses and local governments. He also obtained the Alamo Appraisal Software Upgrade – user network configuration and Silver Membership; Retail Value of **\$349**.
- Dr. David Nickell and Dr. Minna Rollins were the recipient of the "RCOB Research Scholar" award in the amount of \$5,000.00. Dr. Nickell also conducted a management consulting project with the Atlanta Falcons on 'sponsorship effectiveness'; a project with Chick-fil-A on 'sponsorship ROI and effectiveness' and a project with Kimberly-Clark on sponsorship effectiveness, sponsorship ROI, and effectiveness of branding campaign
- Ms. Brown conducted a Pro Bono consulting project with the Bremen City Schools on Improvement, Goals Assessment, questionnaire development, and online survey implementation.
- Ms. Jeannette Smith was consultant to Shaw Industries, Inc., Training Department on providing computer training and preparation of handouts and manuals needed by employees for training in basic and advanced computer training. She was also consultant to the Georgia Consortium for

Personal Financial Literacy, in the design, construction, and maintenance of their nonprofit web site.

- Mimi Rickard received the Stone Endowment Grant for \$1000.

Evidence of Excellence in Teaching and Special Class Projects

Marketing and Real Estate faculty achieved extraordinary success in teaching as measured by student evaluations, faculty development activities, teaching awards and pedagogical research. All faculty members had means of above 4.4 on the student teaching evaluations. A majority had medians of 5.0. Cheryl Brown, Sunil Hazari and Minna Rollins all received teaching awards in 2010.

In addition several special class projects and innovative teaching techniques were implemented:

- Susan Hall in her ABED 6100 had students compete in an active and innovative game called, Barracuda Cove Investment Game, where students work on business plans and presentations in a competitive atmosphere. She also published an article based on this in the proceedings of the Association for Business Communications Conference.
- Susan Hall in her ABED 3100 class had students engaged in active learning activities throughout the course. These activities included - debates, fishbowl discussions, mock interviews, learning competitions, etc. She was also the RCOB Big Night coordinator.
- Minna Rollins in addition to receiving the teaching award was also was selected as the courselead for International Business course in the WebMBA program.
- David Nickell in his MKTG 3808 class had student groups work with small businesses on actual business problems. He also incorporated YouTube videos into his lectures. He supervised five internships during the year.
- Cheryl Brown in addition to receiving the teaching award also helped develop a university wide online teaching evaluation instrument. In her MKTG 3808 class students were required to research a new product targeted toward college students using exploratory research, (e.g. interviews and focus groups) and to determine specific attributes of the new product opportunity (via descriptive research, designing survey research). Students then utilized SPSS for data analysis. In her MKTG 3803 class she had students watch an in depth documentary on Wal-Mart, including interviews with its top executives and visits to U.S. and international stores, and then to discuss and analyze this.
- Sunil Hazari in addition to receiving the teaching award, updated all his graduate business communication courses using Web 2.0 activities such as Wikis, Blogs, Podcasts, video etc.
- Mimi Rickard in her MKTG 3803 course used active learning tools like Marketing Jeopardy and small group discussions throughout class. She also had class activities exploring aspects of research, segmenting the market, looking at marketing through products and their changes over the years, and using a wrist watch to develop pricing. In her advertising class students were required to watch the movie What Women Want and to answer specific questions about the advertising environment portrayed in the movie. They are then required to develop an ad of any kind, billboard, radio, television or print about a product portrayed in the movie. In her Retail Management class students constructed a mission statement and worked on a case where they competed against Wal-Mart. Each student was required to complete a six month retailing budget. They were also responsible for an individual project that involved developing the retailing mix for a retail outlet of their choice. They put together a floor plan and a complete promotional mix. In her consumer behavior class students were required to complete various assignments on decision making, consumer's needs, and value and lifestyle systems.

- Jack Wei in his graduate Marketing Strategy class helped students improve their presentation skills by creating a oral presentation tip sheet based on the one used by the ABED faculty in the undergraduate business communications course.
- Jim Burton used mid-term feedback instruments to enhance teaching skills in all his courses.

International Programs

The Marketing and Real Estate department continues to implement two very successful study abroad programs to China and London. This year we had a total of 22 students enrolled in these programs and all students received STARS scholarships of \$500 each. We have continued to develop these programs and students have expressed a high level of satisfaction with them. Most of the recruitment for these programs is through student recommendations.

We are also working on a collaboration agreement with a university in China (SIFT), and two of our faculty members also visited ESEM in France where the RCOB has a collaboration agreement.

Staff Professional Development Activities:

Karen Larsen (Staff Assistant) was involved in the following staff development activities during 2010-11: Policy and New forms training 4-20-2010; ADP Training 4-21-2010; P-Card Training 4-21-2010; Ethics Course Compliance Policy Training 4-21-2010; Certificate of Training Completion Right to Know 4-21-2010; Record Retention training 4-23-2010; Red Dot 10.0 Training 4-27-2010; New Travel Guidelines meeting 2-14-2011; Study Abroad Training Meetings for China and London, January 2011, March and April 2011.

Karen Larsen also received the RCOB service award in 2010.

Marketing & Real Estate Majors and Graduates --- As of Spring 2011, a total of 396 students declared themselves as Marketing majors and premajors. During 2010-11, a total of 92 students graduated with a marketing degree, 5 with a Real Estate degree, and 27 with a Bus. Edu. Degree.

Exit Interview Results:

Forty-two graduating (or soon to be graduating seniors) filled out a departmental evaluation in the MKTG 4870 class offered in Fall 2011. Ten students were also interviewed by the chair. A brief summary of the responses follows:

- A majority of the students expressed a high level of satisfaction with the Marketing program as well as the Business School at UWG. A majority also felt that their degree would help them attain their career objectives, that their degree prepared them for their job as well as similar degrees from other institutions, and that they would recommend their degree program to others. The most common strengths listed by students were the quality of teaching, the faculty, the facilities, and the curriculum.
- The most frequently mentioned area for improvement was the need for more availability/seats in upper division core business courses as well as more help with internships and job placement activities.
- About 81% said that they planned to attend graduate school and the most frequently mentioned graduate school of interest was business (MBA).

**Department of Marketing and Real Estate
Summary of Teaching and Professional Activities 2010-11**

| Faculty | New Course Developments | Number of Honors Courses | Books/Monographs | Book Chapters | Peer Reviewed Articles (1/1/2010 to present) | Proceedings | Paper Presentations (other than proceedings) | Other Presentations | In-House Publications | Other Publications | Journal Editing/ Review Positions | Professional and Academic Offices Held | Grants and Other Income Received | Other Professional Development Activities |
|-----------------------|-------------------------|--------------------------|------------------|---------------|--|-------------|--|---------------------|-----------------------|--------------------|-----------------------------------|--|----------------------------------|---|
| Cheryl Brown | 1 | 2 | | | | 2 | | | | | | | | RCOB teaching award. Helped dev. online course eva. Instrument. |
| Jim Burton | | 1 | | | 2 | | | | | | 1 | 1 | \$349 | Renewed RE lic. & Cert. Pres. 3 Chamber Workshops |
| Susan Hall | | 1 | | | 3 | 2 | | | | | 2 | 1 | | DPE president.; big night coordinator. |
| Minna Halonen-Rollins | | | | | 1 | 2 | | 1 | | | 4 | 1 | \$2500 | RCOB teaching Award & Research Scholar. |
| Joel Haynes | | | | | 2 | | | | | | | | | Renewed RE lic. & Cert. |
| Sunil Hazari | 1 | 1 | | | 1 | 1 | | 1 | | | 5 | 2 | | DPE Research Award. RCOB teaching Award |
| Nancy Lindsay (PT) | 1 | | | | | | | | | | | | | , |
| David Nickell | 1 | | | 1 | 2 | 1 | | | | | 4 | | \$2500 | RCOB Research Scholar; Marketing Lecture Series |
| Alexa North | | | | | 1 | | | | | | 1 | | | DPE Research Award |
| Mary Rickard | | 2 | | | | | | | | | | | \$1000 | Enrolled in DBA program RCOB Stone Grant |
| Jeanette Smith | 1 | | | | | | | | | | | | | Assisted with AOL activities. |
| Sally Sullivan (PT) | | | | | | | | | | | | | | |
| Salil Talpade | | | | | 5 | 2 | | 1 | | | 1 | 3 | | Dept. Chair; Dir. 2 Study Abroad Prog. |
| Sandra Thompson | 1 | 1 | | | | | | | | | | | | Dir. Bus. Edu.; NCATE comm.. |
| Jack Wei | | 1 | | | 3 | 3 | | 1 | | | 1 | 2 | | Track Chair at two Conferences |
| TOTALS | 6 | 9 | | 1 | 20 | 13 | | 4 | | | 19 | 10 | \$6,349 | |



Department of Marketing and Real Estate Summary of Service Activities 2010-11

| Faculty | Participants in Honors Orgs. | Advisors of Student Orgs. | Participants in Consulting Efforts | Dept. Committees | Dept. Committees (Chair) | College Committees | College Committees (Chair) | UWG/System Committees | UWG/System Committees (Chair) | Participants in Public Service Activities | Awards Received | Faculty Directed Student Research | Other Notable Achievements By Faculty |
|-----------------------|------------------------------|---------------------------|------------------------------------|------------------|--------------------------|--------------------|----------------------------|-----------------------|-------------------------------|---|-----------------|-----------------------------------|--|
| Cheryl Brown | | | 2 | 2 | 1 | | | 1 | | | 1 | | Distance Learning Advisory Council |
| Jim Burton | | | 12 | 3 | 2 | 2 | | 4 | 1 | 6 | | 2 | Fac. Senate; Chair Student Life |
| Susan Hall | 1 | 1 | | 2 | | 1 | | 2 | | | | | NCATE steering Comm. Student Life |
| Minna Halonen-Rollins | | | 3 | 2 | | | | 2 | 1 | | 2 | 2 | Chair, Univ. matters; Courselead for Int. Bus. WEBMBA class. |
| Joel Haynes | | 1 | 2 | 2 | | 1 | | 1 | | | | | Developed Real Est. AOL criteria. |
| Sunil Hazari | 2 | 1 | | 2 | 1 | 1 | | 1 | | 2 | 2 | 2 | DPE National Research Awards comm. |
| Nancy Lindsay (PT) | | | 1 | | | | | | | | | | |
| David Nickell | | 1 | 4 | 2 | | | | 1 | | 1 | 1 | 6 | Mktg. Club & Ad club advisor. |
| Alexa North | 1 | | | 1 | | 1 | | | | | | | DPE faculty sponsor |
| Mary Rickard | | | | 2 | | 1 | | | | | 2 | | RCOB Service Award. Two Study Abroad Programs |
| Jeanette Smith | | | | | | | | | | | | | . |
| Sally Sullivan (PT) | | | | | | | | | | | | | |
| Salil Talpade | | 1 | | 3 | | 2 | | 3 | | | | 3 | 2 articles with students published |
| Sandra Thompson | 2 | 1 | 2 | 1 | | 2 | | | | 7 | | | US Senate Edu. Advisory comm. |
| Jack Wei | | | | | | | | | | 2 | | | WebMBA classes; Liason with SIFT |
| TOTALS | 6 | 6 | 26 | 22 | 4 | 11 | | 15 | 2 | 18 | 8 | 15 | |