

CPR Report Submitted!

Thank you for submitting a Comprehensive Program Review Report. Below is the information you sent on July 31, 2006. *Please note* this is a *temporary* web page and *cannot* be bookmarked. You may wish to print this page for your records. You will also receive confirmation via email.

- 1 **Name:** Carl F. Wallman
- 2 **Title:** Associate VP for Academic Affairs
- 3 **Daytime phone:** 706-569-3121
- 4 **Email:** wallman_carl@colstate.edu
- 5 **Institution:** Columbus State University
- 6 **Review Status:** Non-triggered Review
- 7 **Degree level:** Bachelors
- 8 **Degree acronym:** BBA
- 9 **Degree/Major:** BBA in Marketing
- 10 **CIP Code:** 52140101
- 11 **College,**
 School/Division: D Abbott Turner College of Business
- 12 **Department:** Management and Marketing
- 13 **CPR Plan**
 followed: Yes
- 14 **Future institutional**
 plans for program: Expand and enhance
- 15 **Supplemental file:** BBA Mktg Exec-Sum.doc
- 16 **File Type:** MS Word
- 17 **CPR Web site:** aa.colstate.edu/assess/cprtbl.htm

EXECUTIVE SUMMARY FOR THE BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

Major Findings of the Program's Quality and Productivity

1. Program Strengths:
 - a. General – AACSB accreditation, endowments
 - b. Teaching –
 - All instructors in the Marketing area are current, actively engaged in the marketing field, and academically qualified by AACSB standards.
 - Strong intellectual contributions in the marketing discipline
 - Students scored higher than national averages in the Marketing area for the last three years on the ETS Business Field Assessment Test.
 - Numerous orientation activities are conducted by the university and college for new faculty to help with the teaching function.
 - The college allocates faculty development funds for faculty to present research in their areas of expertise at conferences. Attendance at conferences helps to keep faculty current in their fields and to create a publishing record.
 - In 2003, 2004, and 2005 students in the college scored highest in the Marketing area on the ETS Major Fields Test. In addition, the CSU students' averages in Marketing were higher in 2003 and 2004 (latest national figures available) than the national averages in that area.
 - Highest Marketing program outcome scores in the college's Major-Specific Exit Exam included: "Demonstrate effective written and oral communications skills" (96.5), "Know and apply a code of ethics for marketers" (95.7 and "Exhibit an awareness of computer applications for marketing" (95.0).
 - c. Curriculum –
 - The Marketing curriculum shows a clear alignment with BBA program outcomes and the college mission.
 - Over the past several years, the college and the degrees within it have undergone intensive and extensive reviews (AACSB, SACS), which have produced continuous improvements in the curriculum.
 - The Marketing faculty, like the rest of the college, has committed to continuous improvement which includes a periodic review of the curriculum to maintain its relevancy and currency and to develop ways to better meet the needs of our students and their employers.
 - Very clear degree progress sheets in (1) hall display stands and Student Services Center (2) in the published and online catalogue, and (3) in the DATCOB Student Handbook. Very clear suggested Freshman, Sophomore, Junior and Senior 1st and 2nd semester schedules.
 - Very strong enrollment in required courses, no marketing courses canceled in last five years due to low enrollment.
 - d. Students –
 - Enrollment in the Marketing area continues to grow. The number of part-time and full-time Marketing majors has steadily increased from 121 in Fall 2000 to 192 in Fall 2005. Marketing degrees numbered 30 in 2001/2 and numbered 38 in 2004/5 and represent about 24% of the BBAs awarded each year.
 - Applications to the Marketing major are up 79% compared to this time last year.
 - With the status of the college enhanced through AACSB accreditation and with the large increase in personnel expected at Fort Benning, enrollment is expected to continue to increase in the Marketing major.
 - Business growth in Georgia is well documented and the need for management talent is significant. Our graduates are attractive to employers because so

many of them work and have had a chance to immediately apply what they have learned.

2. Program Weaknesses:

a. Teaching –

- Student demand has led to average class sizes, at all levels, above the targets established by the college.
- The strain on resources produced by increasing enrollment is a threat to the college's ability to offer a quality undergraduate business program without additional faculty.
- Although improvement plans are being developed, more direct assessment methods of courses and the overall program are needed.
- Lowest Marketing program outcome scores in the Major-Specific Exit Exam included "Demonstrate knowledge of marketing research techniques"(64.3) and "Exhibit an awareness of global, multicultural, and diversity issues in marketing."(72.8). A curriculum change requiring International Business in the junior core and a textbook change in Marketing Research is expected to improve performance on these areas in the future.

b. Curriculum –

- Few direct methods available for program assessment.
- Based upon best practices in other universities, program outcomes need to be reworked to become more assessable.
- All core courses are taught every semester, but most electives only once a year.
- MKTG 3115 Principles of Marketing (survey course) day classes are too large. Multiple day sections are needed.

c. Students –

- More faculty interaction is needed with students.
- Lack of effective tracking of students after graduation.

Summary Recommendation and Supporting Rationale

The marketing program is **Very Strong**, from the standpoint of quality in its teaching, curriculum, and students. The program has grown significantly over the last several years in its numbers of applicants, majors, and degrees awarded. The marketing program is a vibrant and vital part of the BBA degree program and awards 24% of the DATCOB BBA degrees. The demand for our graduates is high and our program is well respected by the local, national and international firms that hire our graduates. The program should continue to grow. The marketing program is **Viable** and should be **Enhanced** and/or **Expanded**.