

**Executive Summary for the BBA in Marketing**  
**Turner College of Business**  
**2013-2014**

**Major Findings of the Program's Quality and Productivity**

- Overall program quality was deemed **very strong** by the University's CPR Committee. Faculty and Student Achievement, Curriculum Quality, Facilities and Equipment, Enrollment and Cost Effectiveness were also deemed **very strong**.
- The overall viability of the Marketing program was deemed **above average**.
- The College of Business is accredited by AACSB and received an extension of accreditation for five years in April 2014.
- Student learning indicators as evidenced by student achievement on nationally normed tests and major field assessments were deemed **below average** compared to other business majors.
- With only two years of data to review, the CPR Committee rated graduation rate and retention **below average** and satisfactory, respectively.
- Cost per credit hour in the Marketing major is below the average for the university as a whole.
- The College's self-assessment deems the program to be above average with the exception of the decline in enrollment which has since improved.

**List of Recommendations for Improving Program Quality**

- Monitor curriculum to maintain currency.
- Expand experiential learning and internship opportunities.
- Provide additional training and instructional support for online course design and delivery.

**List of Recommendations for Improving Program Productivity**

- Expand tutorial services to improve performance in quantitative courses.
- Target junior college and technical college transfers.
- Increase the number of students engaged in internships and international education experiences.
- Enhance classroom technology.

**Conclusion about the Program's Viability at CSU**

While the CPR Committee deemed the program's viability to be above average, the College deems its viability to be *very strong and we recommend that the program be enhanced and expanded*.

## **Program Improvement Plan**

### ***Initiatives to Be Implemented***

- Provide advanced training for faculty and instructional design support to improve online course delivery.
- Increase internship opportunities and out-of-class interactions for students with faculty and the local business community.
- Increase student engagement opportunities through organizations and student research to improve RPG measures.
- Improve course rotation and add electives.

### **Summary Recommendation:**

This program is highly viable. It is one of the largest in the College of Business. Historically, the graduation rate is high relative to other business majors. Enrollment is rebounding after a dip due to the recession. The marketing major has recently introduced three new classes, and is jointly offering a social media certificate with the communications department. Cost per credit hour in the major is below the average for the university as a whole.

Given the quality of the program, and the strong potential for continued growth in enrollment, it is recommended that the marketing degree be expanded. This recommendation is made based on the strength of the curriculum and faculty, the program's productivity, cost efficiency, and strong potential for continued growth in demand for the program's graduates.