



Academic unit: Marketing Department

College: Barton School of Business

Date of last review 2012

Date of last accreditation report (if relevant)

List all degrees described in this report (add lines as necessary)

Degree: Bachelor - Marketing

CIP* code: 52.1401

CIP code

Degree:

CIP code

*To look up, go to: Classification of Instructional Programs Website,

Faculty of the academic unit (add lines as necessary)

Name

Signature

Dr. Robert Ross, Associate Professor

Dr. Charles Martin, Full Professor

Dr. Dean Headley, Associate Professor

Dr. Roberta McKee (instructor, 1.0)

Esther Headley (instructor, .5)

Dottv Harpool (instructor .5)

Dr. Stephen Porter, Associate Professor

1. Departmental purpose and relationship to the University mission (refer to instructions in the WSU Program Review document for more information on completing this section).

a University Mission:

The mission of Wichita State University is to be an essential educational, cultural, and economic driver for Kansas and the greater public good.

b & c. Program Mission (if more than one program, list each mission):

Marketing is one of the functional academic fields within business administration; the Department of Marketing through its teaching (e.g. applied learning), research, and service efforts, supports the

[REDACTED]

University, the Barton School - and the other departmental faculties - in providing counsel, guidance and leadership to the business, not-for-profit, and related community of South Central Kansas. Specifically,

the mission of the Department of Marketing is to meet the needs of its various constituencies (undergraduate majors and non-majors, graduate students, and the greater University community, local marketing professionals, and the national and international academic community) for the dissemination and development of knowledge, and the provision of professional leadership and application in the field of marketing.

- d. Has the mission of the Program (s) changed since last review? Yes No
 - i. If yes, describe in 1-2 concise paragraphs. If no, is there a need to change?

The Marketing department has a three tiered classification structure for the marketing and discipline related journals; elite, high quality, and quality. All of the published, refereed journal articles published from 2013 – 2015 are ranked in the “high quality” category. For a very mature department – one faculty member retiring in July of 2016 and a second who has formally announced his retirement in the summer

2017. The department has 16 full-time faculty (4) are either full or associate level professors. Two

[REDACTED]

Analysis: Determines the extent to which learning outcomes are being achieved and leads to decisions and actions to improve the program. The analysis and evaluation should align with specific learning outcome and consider whether the measurement and/or criteria/target remain a valid indicator of the learning outcome as well as whether the learning outcomes need to be revised.

[REDACTED]

plays in our society and societies around the world. Specific learning objectives include:

1. Developing an understanding of basic marketing theories and processes dealing with consumer decision making and processes including, product development, pricing, distribution, and promotion of goods and services.
2. Developing an understanding of the role that marketing plays in the management of global organizations and of the basic marketing processes that take place in organizations both domestically and internationally.

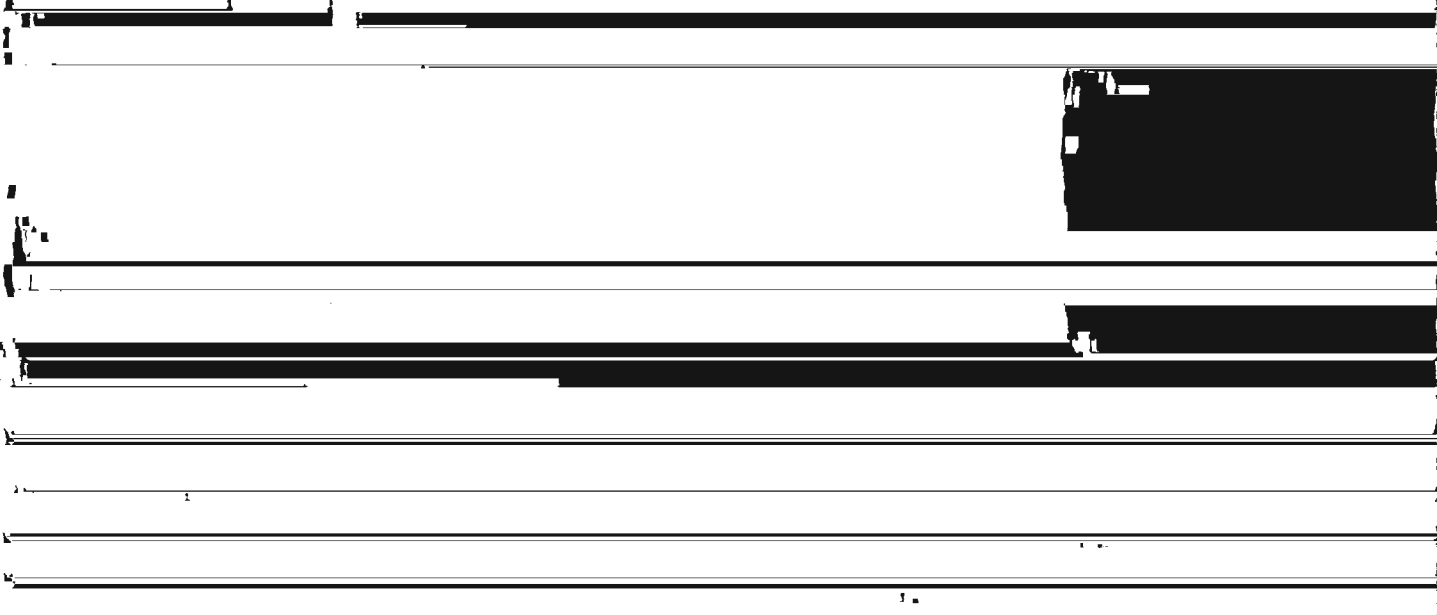
ASSESSMENT RESULTS

[REDACTED]

	N		N	MEAN SCORE
2013	312	75.60	69	78.40
2014	291	75.60	49	70.60

[REDACTED]

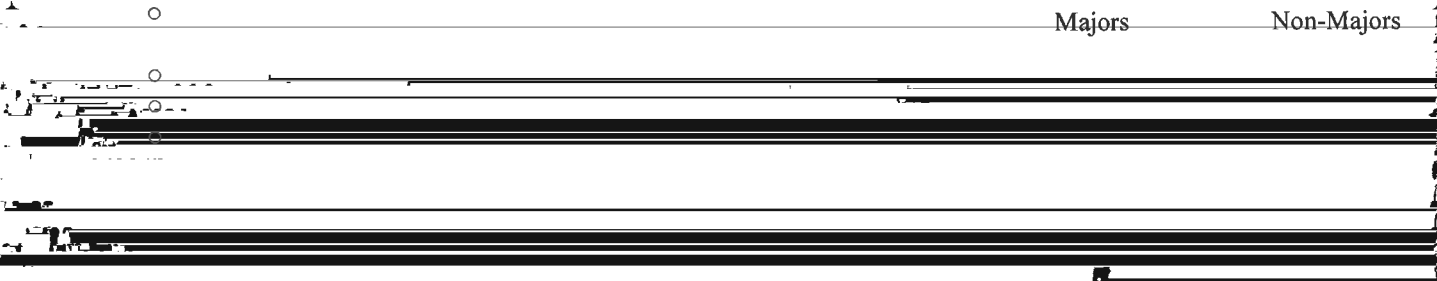
... differences in the students' understanding of the marketing discipline. The data also are



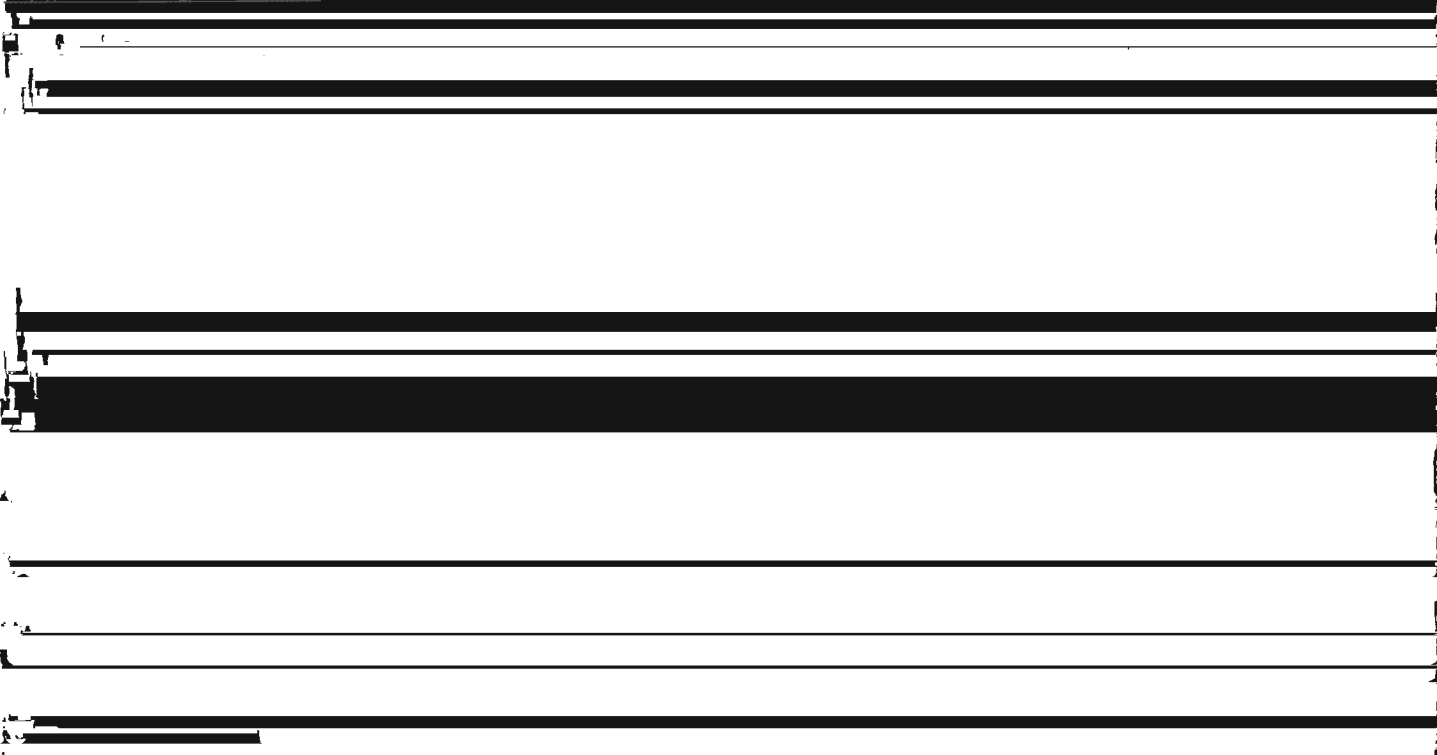
Results

Majors

Non-Majors



Note: Not all programs evaluate every goal/skill. Programs may choose to use assessment rubrics for this purpose. Sample forms available at: <http://www.aacu.org/value/rubrics/>



Course Workload Statement

For a typical 3 credit hour class:

Based on the expectation that students will spend for each unit of

credit, a minimum of 45 hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for class) for instruction and preparation/studying or course related activities for a total of 135 hours.

Table 44.15 from the Office of Planning Analysis for number of applicants, admits, and

Average	Employ-	Employment	Employment:	Employment:	No.	Projected growth from BLS**	Current year only
Salary	ment	% in the field	% related to	% outside the	enrollment		

enrollments and percent URM students by student level and degrees conferred.

50.0% of URM students declaring a marketing as their major has remained

1. The College is exceeding a 10.5% enrollment of URM students while the

Provide a brief assessment of the service the Program provides. Comment on percentage of SCH taken

[REDACTED]

[REDACTED]

(For Last 3 FYs)		Assessment Data Analyzed	
	The MKT 403 and 607 classes have continued to have teaching pedagogy that reinforces this goal		All MKT 403 & 607 classes are structured to meet this goal.
	The MKT 608 class was re-configured to embrace this goal		All MKT 608 classes are structured to meet this goal

[REDACTED]

2. A faculty that is recognized for superior teaching. Within the Department the faculty members have been recognized with four Regents Teaching Awards and 8 Barton School Teaching Awards.
3. A faculty that is committed to expanding their understanding of the disciplines. Without exception, members of the faculty are active in the business community of South Central Kansas and the broader

[REDACTED]

[REDACTED]

[REDACTED]

ownership fields prior to entering academe. Others keep their applied skills current through project related work within the university and business communities.

4. A department which is actively involved in providing guidance for marketing projects and research within the region. Within the past five years, significant pro bono projects have been completed for

[REDACTED]

