



Program Review Self-Study Template

Academic unit: Marketing

College Business

Date of last review 2008

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

Degree:

CIP code:

Degree:

CIP code:

A large rectangular area containing multiple horizontal lines, serving as a template for listing degrees and their corresponding CIP codes. The lines are evenly spaced and extend across most of the page width.

1 Departmental purpose and relationship to the University mission (refer to instructions in the WCU

Program Review document for more information on completing this section).

a. University Mission

Wichita State University is committed to providing comprehensive educational opportunities in an urban

setting. Through teaching, scholarship and public service, the University seeks to enrich both students and

Last 3 Years	Female/Femine		Instructional FTE (#)			Total	Total	Total
	Track	Faculty	TTF= Tenure/Tenure Track	GTA=Grad teaching assist	O=Other instructional FTE	SCH - Total SCH by	Majors - from fall semester	Grads by FTE
	5	5	4.3	0	3.8	4299	142	55
	5	5	5	0	2	3649 ^{om} Su, Fl, Sp	127	
								66
	Total Number Instructional (FTE) – TTF+GTA+O					SCH/ FTE	Majors/ FTE	Grads/ FTE
						300.3		
						6.5	278.7	
						7.0	210.0	

department for more information on completing this section. Complete a separate table for each

Non- Ref Non- Non- ** *** ***

Provide assessment here:

In the spring of 2006, each department in the Barton School of Business was asked to generate a journal classification scheme. The following are criteria that were used to develop the marketing department's

analysis of the journal offerings in the marketing and marketing related disciplines:

- Journal contribution to theory, practice, or teaching
- Review/ referring process (blind peer, peer, editorial)
- Reputation of journal, editor, editorial board
- Rotation policy of editor and/or editorial board members
- Rankings of journals in articles on the subject of journal rankings
- CABEL'S metrics
- Sponsorship of the journal (academic association, school-commercial)

- Size of readership/ circulation

215	22	22.96
195	22.6	23.06
184	23.2	

(≥54 hr reported) By FY
GPA of those Admitted

College GPA

University GPA

Year 1 → N/A
Year 2 → N/A
Year 3 → N/A

If your data is based on another GPA calculation, you are able to edit program records and enter your internally collected data.

Year	GPA of those Admitted	College GPA	University GPA
Year 1	N/A		
Year 2	N/A		
Year 3	N/A		

- c Identify the principal learning outcomes (i.e., what skills does your Program expect students to graduate with). Provide aggregate data on how students are meeting those outcomes. Data should relate to the goals and objectives of the program as listed in 1e. Provide an analysis and evaluation of the data by learner outcome with proposed actions based on the results.

MARKETING ASSESSMENT RESULTS

The overall goal of the marketing major is to provide students with knowledge of the role that marketing plays in our society and societies around the world. Specific learning objectives include:

Year	N	College GPA	University GPA
2009	64		
2010	84		80.60

66

1. Developing an understanding of basic marketing theories and processes dealing with consumer

Provide concrete data on student learning satisfaction (e.g., exit surveys, certification results, etc.)

[REDACTED]

N

52

[REDACTED]

[REDACTED]

certification examination results, employer surveys or other such data that indicate student satisfaction with the program and whether students are learning the curriculum. (For learner outcomes, data should

[REDACTED]

Success in a 3 credit hour course is 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.

Additional requirements for a hybrid/online course

The syllabus must communicate an expectation to students that they will spend time (define hours) attending class, working online, participating in synchronous and asynchronous activities, and other

Employment of Majors*

st

%
enroll-
ed one
year
later

No.
pursuing
graduate
or
Profess-
sional

	the major					educa- tion	
Year	47	53.2	46.8				Current year only ↓
Year 2→			56.8				
Year 3→			54.2				
	24	45.8					
	AN		C	UNK	NRA	A	C
				5	4	1	1 1 0 50 0

* May not be collected every year

** Go to the U.S. Bureau of Labor Statistics Website: <http://www.bls.gov/oco/> and view job outlook data and salary information (if the Program has information)

*** NRA=Non-resident alien; H=Hispanic; AI/AN=American Indian/ Alaskan Native; A=Asian; B=Black; NH/PI=Native Hawaiian/Pacific Islander; C=Caucasian; MR=Multi-race; UNK=Unknown

YOP data minima for UC programs: Majors=25; Graduates=10; Faculty=3; YOP data minima for master programs: Majors=20; Graduates=5; Faculty=2

The Marketing department's sales efficiency would be improved by the Client's sales

Goal (s)

Communication and the County Marketing program

- 8. One member of the department has been the editor of the *Journal of Services Marketing* for over 25 years; this academic publication is one of the leading journals in the marketing discipline that is focused on advancing our understanding of services marketing.

Goals and Objectives for the next three years:

Principal the Marketing Department constantly strives to attain its...
[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

