

Program Review Document
Department of Marketing
April 28, 2006

A. Summarized Review of Degree Program Report

A-1 Mission, Centrality, and Uniqueness

The mission of the Department of Marketing is to generate, disseminate, and apply marketing knowledge by engaging in high quality teaching, research, professional service, and professional development activities. The department strives to be recognized as the leader in undergraduate marketing education in Kansas.

The Bachelor of Science in Business Administration (Marketing Major) degree is essential to the mission of Kansas State University, a comprehensive, land grant institution serving the students and the people of Kansas in the nation and the world. This degree with a major in marketing provides highly skilled and knowledgeable graduates who are demanded by local, state, regional, national, and global businesses as well as not-for-profit organizations. KSU marketing graduates possess specialized knowledge in the areas of consumer behavior, marketing strategy, marketing research, international marketing, retailing, personal selling, sales management, business marketing, and marketing management which are critical the success of businesses in today's global economy. Without this major, the state of Kansas and regional firms will not have access to sufficient numbers of graduates with these critical skills.

The Department of Marketing offers the only undergraduate marketing degree in the College of Business Administration or at Kansas State University. The department resides in the College of Business Administration whose undergraduate and graduate academic programs have been accredited by the AACSB.

A-2 Quality of Faculty

Currently, the department has one tenured professor, two tenured associate professors, five tenure-track assistant professors and four non-tenure-track full time instructors. All faculty at the rank of assistant professor and above hold a Ph.D. degree. Faculty in the Department of Marketing are strong performers in the areas of teaching, research, and service. Student assessment of instructional quality is extremely strong among our faculty as measured by student course evaluations and senior student exit surveys. In an analysis of research productivity / impact based upon the number of publications in the four PREMIER journals in the marketing field (*Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Marketing Science*) over the past 10 years (1996 to 2005), the department ranks #5 in the number of journal articles published in the 4 top tier journals out of all land grant institutions without a Ph.D. program in marketing (there are 25 land grant institutions without Ph.D. programs in marketing, including KSU).

A-3 Quality of Students

The quality of the students in the marketing major are strong. In the Fall 2005 semester the average ACT score for juniors, seniors, and 5th year majors was 23.2. The 5 year average for the number of declared marketing majors among juniors, seniors, and 5th year majors is 394.

A-4 Employer Demand

Employer demand for marketing graduates is strong. In the 2004-2005 school year, the latest for which data is available, 85.6% of marketing major graduates were employed prior to graduation. Another 4.6% of the graduates were seeking graduate degrees. Marketing majors accept job offers in a variety of professional areas including sales, sales management, retail management, advertising, marketing research, brand management, and distribution. No one employer dominates the hiring of marketing majors. Alltel, Anheuser-Busch, Cabellas, Hormel Foods, Newell Rubbermaid, Morthwestern Mutual, Plattform Advertising, Sprint-Nextel, State street, Target, UMB Bank, Wells FargoFinancial, and Xerox are just a few of the employers who hire K-State marketing bachelor's degree graduates.

A-5 Service Provided to the Discipline, the University, and Beyond

Marketing (MKTG 400), a principles of marketing course, is designated as a University General Education (UGE) class. The department typically offers sixteen sections of Marketing (MKTG 400) per year (seven in each semester and two in the summer) serving the needs of over 1,200 students each academic year. It is estimated that only 20% of the students enrolled in MKTG 400 are marketing majors. Additionally, many non-majors take one or more of our eight elective courses.

Several of the marketing faculty are active in consulting for companies and organizations within Kansas and throughout the United States. Additionally, the Marketing Research class (MKTG 642) typically utilizes actual research projects that provide Kansas companies and organizations with information to successfully compete in their industry. Faculty in the Department of Marketing annually serve on over 31 committees in the department, college, and university. Further, many serve on editorial review boards for journals, serve in leadership positions in their professional association, serve as conference track chairs, and serve as adhoc reviewers for professional and academic journals.

A-6 Cost Effectiveness

The Department of Marketing's general use expenditures as a percent of the institution's general use expenditures was 1.2% in FY 2005. This percentage remained relatively unchanged for the past 5 years (1.1% in FY 2001). In terms of student credit hour (SCH) production, the Department of Marketing generated 1.8% of the total undergraduate student credit hours. Thus, we generate 1.8% of the institution's SCH using 1.2% of the expenditures.

To supplement state resources, the department is actively engaged in raising funds from private sources. These funds are used for faculty development and to help defray operating expenses in excess of those funded by state allocations. Between FY01 and FY05, the department has raised a total of \$112,857 (not including funds raised for student scholarships). Without this private financial support, the department would not be able to maintain the high quality of its programs.

B. Summarized Assessment of Student Learning Report

B-1. Student Learning Outcomes:

In 2004, the department established 25 student learning outcomes (SLOs) for Department of Marketing graduates. In the table below, the student learning outcomes are divided into marketing content specific and general business learning outcomes.

Marketing Content Student Learning Outcomes	General Business Student Learning Outcomes
Product and brand management issues	Problem solving, logically reasoned argument, and theory-based strategic and tactical solutions
Consumer Need Identification	Professionalism in appearance, attitude, responsibility, and accountability
Pricing Strategies	Ethical concepts
Marketing Channels	Diversity and equity in working with individuals and groups
Promotion strategies/approaches	Leadership and working in groups
Personal selling and sales mgmt concepts	Global economic, legal, financial, and cultural perspectives on business and marketing
Segmentation, targeting, and positioning concepts	Current and emerging technological tools to aid in marketing decision making and implementation
Marketing strategy development process	Historical perspective to aid in understanding events and trends
Customer relationship management	Relevant theories from disciplines other than marketing
Consumer decision making process	Oral and written communication
Marketing performance and financial implications	
Marketing research design, interpretation, and analysis	
Marketing plan development and presentation	
Forecast sales and demand	
B2B relationships and processes	

B-2. Assessment Measures Used

In the fall 2005 semester the department developed 35 questions to assess the 4 SLOs (Consumer need identification, Promotion strategies/approaches, Segmentation, targeting, and positioning concepts, and Global economic, legal, financial, and cultural perspectives) in 5 different classes. These are multiple choice questions that will be administered by the instructor in each required marketing course (5 courses in total) in the spring 2006 semester. In addition, we are using questions from the department's senior exit survey to assess the four SLOs. The senior exit survey assessment will take place in May 2006.

B-3. Results of Assessment

Since the measures of assessment are still being collected, we do not have the results from the assessment as of the date of this report.

B-4. Review by Faculty

Assessment will take place in spring 2006, after results from the process are tabulated the following process will be followed for reviewing the results among the faculty and taking action: Faculty will meet each fall semester to discuss the results of the assessment. The baseline level for each SLO will be evaluated to determine if it is set at an appropriate level. Following the baseline creation, future year assessments will be compared to the baseline and prior year data to understand trends and monitor improvement and stability in student performance. At this meeting, the faculty will also review the assessment measures to ensure that they are an accurate assessment of student knowledge for each SLO. In addition, each SLO will be reviewed and modified or deleted as necessary.

B-5/6. Revisions implemented and effects on student learning

Since the measures of assessment are still being collected, we do not have the results from the assessment and therefore have not taken actions to revise the program as of the date of this report. However, because data will be collected at the course level, we anticipate that areas of improvement in specific courses can be suggested depending upon the results of the assessment.