



Marketing Program Review
Departmental Response Letter
April 27, 2023

The Marketing program faculty and department chair gratefully acknowledge the time, expertise, and constructive feedback from our reviewers, and are pleased that the overall evaluation of the program is positive.

Reviewers identified some key strengths of the Marketing program, including the program's high-performing faculty who excel in each of teaching, research, and service. Following from this, reviewers also noted the high level of rigor across the courses in the Marketing major. Many of the courses in the Marketing major include high impact practices, for example the Promotion Management course carries the CEL designation and the International Marketing course carries the GBL designation. Dr. Amos' Digital Marketing course includes semester-long participation in Google's advertising campaign competition, and for which Weber State students have won national-level awards. Reviewers also noted that our students benefit from the strong contacts that faculty have with area business leaders and marketing executives. With the addition of a new tenure-track faculty line in the 22-23 AY, the program has been able to make meaningful changes to its curriculum, building on long-standing efforts to keep both individual class content and the curriculum up to date for students. A Social Media Marketing Strategy course has been added to the curriculum and a minor degree in Marketing was developed for launch in Fall 2023.

Reviewers also offered several suggestions for areas of improvement, many of which program faculty have already been working on. Although we expect faculty turnover (one faculty member is leaving as of the writing of this report) to slow progress on some of these activities, we anticipate that we will nevertheless be able to make progress on these initiatives. Below are the reviewers' specific recommendations and the department's responses.

Specific recommendations:

Revisit the mission / vision of the program as it aligns with the Goddard School (GSBE) mission

Once a permanent Dean is hired, the Goddard School will undergo strategic visioning to include revising its mission, and the program will be able to build on that to develop a mission that aligns with the GSBE. In the meantime, program faculty will be working ahead of this process as they continue to work to constitute an advisory board (additional information below).



Add a diversity learning outcome to program student learning outcomes

Marketing program faculty have already begun to discuss the revision of student learning objectives for the program, in an effort to streamline and update them. In addition to diversity awareness student outcomes measured by the AACSB at the college level, program faculty will specifically examine the opportunity to include diversity awareness and appreciation language in relevant areas, for example when discussing the market segmentation student learning outcome.

Update assessment of student learning outcomes to include specific tools that align with student learning outcomes rather than using class grades as an assessment

As noted above, program faculty are in the process of revising student learning outcomes, and recognize the opportunity to restructure assurance of learning measures at the program level. Although the assurance of learning activities necessary to support AACSB accreditation standards are robust, they do not pertain to Marketing program student outcomes. We are grateful to the reviewers for specific suggestions regarding how we might implement updated measures that align with updated student learning outcomes.

Exit survey - require exit surveys for all graduating Marketing program students

Program faculty are aware that exit survey response rates are low, and have identified some potential avenues for increasing response rates. Although we might require the exit survey in a specific course, we have found that our graduating students don't always take the Marketing capstone class in their very last semester. Curriculum flexibility in meeting student needs presents a challenge in this regard. Historically, we have relied on the GSBE Career Services Director to administer the exit surveys, but see an opportunity in creating a graduation checklist or other messaging for Marketing majors that includes completion of the exit survey before graduating. Managing this process more closely at the department level should help us to increase response rates.

Market the Marketing program

Again, we are grateful for reviewers' specific suggestions regarding how we might bring visibility to the program to increase recruitment to the Marketing degrees we offer. The GSBE has had turnover in our college's marketing manager position, and as the new marketing manager gets traction in her position, we anticipate that we will be able to draw on her expertise in these efforts. The GSBE is also beginning a new Goddard Ambassadors program in Fall of 2023,



and one of the main purposes of this program is to utilize existing students to provide marketing support to our academic programs. The department chair has been in touch with the Goddard Ambassador program's founding member to determine the best ways to begin connecting this resource to the program starting in Fall 2023.

Consistency in Courses

While reviewers noted the high quality scope of content in Marketing program courses, they also noted that there wasn't a uniformity of class objectives and assessments across the Marketing Concepts and Practices course, a foundational course that is currently taught by multiple instructors including some full time faculty and some adjuncts. This is also something that program faculty have been aware of and are working to improve. Program faculty will meet to discuss expectations for content and rigor in this course, and will have follow-on meetings that include adjuncts who teach the course, in order to ensure consistency. In addition, program faculty are mindful of the need to balance academic freedom, rigor and preparing students for their follow-on marketing courses.

Advisory Board

The department is currently at the beginning stages of constituting an advisory board - identifying and connecting with potential advisory board members. We anticipate that we will either have a sub-committee of a departmental advisory board that is dedicated to the Marketing program, or that the Marketing program will constitute its own advisory board. Reviewers noted that by the time of the next program review, advisory board members would be expected to be a part of that program review and we concur.

Marketing Club and AMA Chapter

Historically, it has been difficult for the GSBE to maintain student membership in clubs across disciplines, and the Marketing Club is no exception. Many student clubs, including the Marketing Club, are beginning efforts to reboot post-COVID, and program faculty recognize that connecting the club to the AMA (American Marketing Association) would provide additional benefits that might help attract and retain student membership in the club.



Interdisciplinary Minor and Workshops

During the program review, students expressed an interest in an interdisciplinary minor that includes more technical courses that would provide skills for students in areas such as graphic design and app development. In addition, reviewers suggested connecting Marketing program students to on-campus marketing entities at the University. We'll address these concerns in the order presented.

We currently have activities in our courses (e.g., Digital Marketing, Promotion Management) that directly link students to organizations where they can use skills-based marketing activities in support of various local and national non-profit organizations. Students also earn professional certifications in several marketing courses. One area of opportunity may be to leverage the positive relationship that the program has with the Communications department, to partner in creating micro-credentials tied to skills development. Also, the marketing department recently received approval for a Marketing minor which can be added to any major. Finally, we note that many marketing faculty currently serve on BIS committees in which students blend marketing with two other disciplines to create a major that fits their interests.

Marketing students have worked with the Athletics Department on events and sponsorship programs, and there is an opportunity to strengthen this relationship. Students have also interned with the GSBE marketing manager's office, and the hiring of a new marketing manager presents an opportunity for us to revisit that partnership as well. Program faculty meet regularly as a group and will be discussing ways to connect students to other entities on campus to foster these opportunities for more hands-on marketing experience for our students.

Hire Women and Diverse Faculty

Hiring for diversity has been a focus across the department, and our most recent search for a tenure-track Marketing faculty member concluded with a diverse hire. We will continue to utilize the resources we have to work toward increasing diversity in our hires in the Marketing program area.

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