

WSU Five-Year Program Review

Marketing Major
Department of Management and Marketing
Goddard School of Business and Economics (GSBE)

Executive Summary

Fall 2022

Overview:

The marketing major has been offered since 2019 in the Goddard School of Business and Economics (GSBE), before that time marketing was offered as an emphasis for students pursuing a management major. In 2021 the marketing program was granted an additional tenure track faculty line by the Provost. The new marketing faculty member started in Fall 2022 and the program now consists of five tenure track faculty (2 full professors, 2 associate professors, 1 assistant professor). The program has supplemented these tenure track faculty members by adding qualified adjuncts as needed. During the last 5 years none of the tenure track marketing faculty have taught marketing courses in the MBA program and the MBA is not considered in this program review. Marketing faculty have not historically taught in the MBA because of the limited number of faculty in the department relative to our undergraduate student enrollment. This issue persists but has been somewhat mitigated with our additional faculty member. We hope to have the capacity to have a tenure track faculty member cover at least some of the marketing MBA classes during the next 5-year period.

As of Fall 2022 semester, WSU enrollment dashboards indicate the undergraduate marketing program had 195 declared majors. For comparison the number of students in the program in Fall 2012 was 167 (10 years ago) and 179 in Fall 2017 (5 years ago). The average growth rate for students in the marketing major has been 2.2% per year. Because marketing is a diverse profession, students in the major are offered a range of core and elective classes that deliver a well-rounded marketing education. In most terms 1-2 classes are taught by adjunct faculty. Recently the marketing program has begun 3 new initiatives that align with the strategic priorities of the University and the College.

The first initiative is to develop a new Social Media marketing course to be offered in the Spring 2023. This course is intended to enable students to plan, develop and implement social media marketing strategies in order to create, maintain, and grow a firm's social media presence. The class adds topics beyond those covered in MKTG4200 Digital Marketing. It fits with the GSBE strategic focus on integrating and expanding technology, analytics and critical thinking.

The second initiative is to update the list of required and optional classes for the marketing major. We proposed the removal of a set of elective classes that our majors have rarely taken and which are less related to the marketing major. We also added the new Social Media Marketing course as an elective option. Finally, we proposed that MKTG3600 (International Marketing) and MKTG4600 (Digital Marketing) become required courses for marketing majors. These changes should help to streamline the major and ensure that students have the skills that employers are looking for.

The final initiative is to launch a marketing minor. Based on requests from our students and academic advisors we think that this will become a popular minor within the University. The minor will be open to students from any major and will take 15 credit hours to complete.

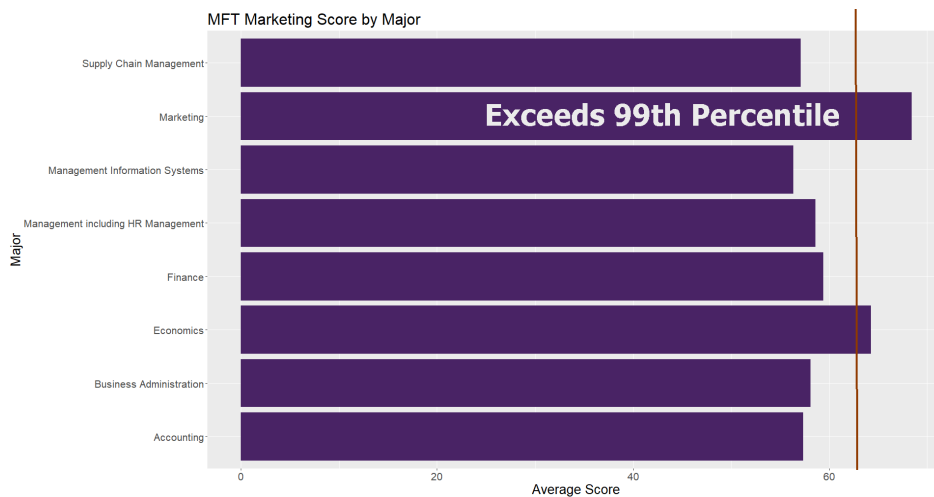
Learning Outcomes:

By the time students complete their marketing degree they will be able to:

1. Understand the contribution of marketing to the business enterprise
2. Identify a marketing problem and key influences on that problem, to use appropriate qualitative and quantitative analysis and market research techniques to evaluate the marketing problem, and to evaluate alternative solutions
3. Use marketing terminology correctly
4. Understand how elements of the marketing mix are influenced by problem/opportunity
5. Describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing
6. Illustrate how the international trade system, economic, political-legal, and cultural environments in a foreign country affect a company's international marketing decisions
7. Identify the major ethical and social concerns associated with marketing

Learning Outcomes Assessment:

The results described in our assessment summary indicate that marketing students have exceeded an 80% threshold for evidence of learning for each of the measured marketing specific learning outcomes. Further, the results of the major field test (see figure below) indicate that our marketing graduates are scoring in the 99th percentile during the past five years. In addition, marketing majors performed best in the marketing section of the test relative to other majors.



Assessment of Graduating Students:

Marketing graduates are invited to take two exit surveys as they graduate. However, because both of these surveys are optional, the response rate has historically been low. The reported annual salary for Marketing Students ranged from \$14,000 – \$70,000 with an average of \$43,441 and a median of 45,000. The surveys also suggest that most of our students worked while they were completing their Marketing degree. Of the students who completed the exit surveys, 47% reported working on at least one internship during their time at WSU.

Finally, one of the graduating surveys included questions asking about students’ satisfaction with the college and their program of study. For both questions the average response for marketing majors was an 8.0 on a 10pt scale, indicating that overall students who completed the survey were satisfied with the college and their educational experience as a marketing major.

Advising Strategy and Process

The Goddard School of Business & Economics (GSBE) has a dedicated advising office. This office currently consists of three (3) academic advisors who meet with students to explore majors, discuss changes and plan their academic schedule.

Faculty

The marketing program has five full-time faculty members who are all terminally qualified with a Ph.D. All adjunct instructors have a minimum of an appropriately accredited Master’s degree in their relevant disciplines along with required industry experience (see table below). This puts the department in full compliance with AACSB accreditation requirements.

Name	Rank	Tenure Status	Highest Degree	Years of Teaching	Areas of Expertise
Tony Allred	Full	Tenured	PhD	28	Marketing (CB)
Clinton Amos	Full	Tenured	PhD	17	Marketing (CB)
Jesse King	Associate	Tenured	PhD	12	Marketing (CB)
Skyler King	Associate	Tenured	PhD	6	Marketing (CB)
Admadeep Mukherjee	Assistant	Untenured	PhD	3	Marketing (CB)
John Huntinghouse	Adjunct	n/a	MBA	7	Marketing

Over the last five years, marketing faculty members have produced 26 unique articles in peer-reviewed journals, with many of these articles published in leading journals. Faculty within the department regularly co-author papers together. Of the 26 unique papers above, at least 8 included one other co-author from the department. In addition, marketing faculty members have also been very active in other forms of scholarly work. In the last 5 years (since 2017), marketing faculty report at least 21 additional intellectual contributions (e.g., conference papers/presentations).

Marketing faculty have been actively involved in informal mentoring activities with students. Marketing faculty have overseen 13 BIS capstone projects during the last five years and have written more than 55 letters of recommendations for students in the last five years.

Program support

Faculty in the Marketing program have access to GSBE and departmental administrative support staff, classroom facilities, equipment that is needed for their teaching and research, and library collections. The GSBE provides dedicated staff to support technology and marketing. The Management and Marketing Department shares a dedicated Administrative Specialist. The Wattis Business building is among the oldest buildings on campus and portions of the building are out of date. However, the building has received some updates in recent years.

Faculty have received updated computers according to the college technology replacement schedule (every 3 years). Each faculty member has access to \$1500 in professional development funds each year. In addition, 4 of the 5 marketing faculty have been granted fellowships to fund help fund research and teaching purchases.

External Communities

The marketing faculty are engaged with external communities through their engagement with corporate, non-profit, professional and WSU boards and committees. In the last 5 years marketing faculty have reviewed at least 100 manuscripts for publication and conference submissions.