

Annual Goals for Management and Marketing

2011-2012

Goal 1:	Support of AACSB, ACBSP and SACS Accreditation
Description:	Priority Initiative/Action Item 1: (Continuation and expansion of the 2010-11 goal) Management and Marketing Accreditation Initiative to continue to build the infrastructure within the department to support the College of Business drive for AACSB accreditation and to support our current accreditations in ACBSP and SACS. Total expected cost of this initiative is \$400 (for item c). a. Form committees and sub-committees as needed for our work towards accreditation as determined by the COB Executive Committee. b. Continuous examination of Management and Marketing degree programs and individual course offerings to insure that our students are being taught the necessary skills for today's workplace-ongoing. c. Form an external Department of Management Advisory Committee to assist the department in the review and update of our degree programs and course offerings on a yearly basis (Marketing has already accomplished this and will continue meeting with their external advisory committee once each Fall and Spring semesters as will the Management external advisory committee beginning Fall 2011. The \$400 covers the cost of the four external advisory committee lunch meetings (one per semester for both Management and Marketing for a total of four per year at an estimated cost of \$100 per meeting).
Budget:	400.00
University Goals Supported:	1,4
Strategic Goals Supported:	
Responsibility:	Dr. Dan Hallock-Chair
Participation:	MG & MK faculty
Results:	The external advisory committee for Marketing met two times during the 2011-2012 academic year (see attached minutes). The feedback generated from the members was helpful in developing a new MBA level course in Social Media Marketing which is both

developed and taught by Dr. Melissa Clark. Their feedback was also very supported of the creation of a Sales Center and a Sales Certification program for our majors with a Sales concentration and also for our minors who are concentrating on sales as a potential career choice. The external advisory committee for Management has been selected and the first official meeting will be held in early August, 2012. The department chair did visit with each member and got their reaction/feedback about our current concentrations and minors in Management.

Actions/Improvements: As noted above, Marketing added a graduate course in Social Media Marketing and the concept of a Sales Center and a Sales Certification program has been started spearheaded by Mr. Jerome Gafford. We now have a BBA Degree in Professional Marketing with a Sales concentration and also a minor in Marketing with a focus on sales. We will have greater input from the external advisory board in Management during the 2012-2013 academic year.

Future Actions/Improvements: The external advisory committee in Management will have their initial meeting in early August of 2012.

Goal 2: Career Planning Initiative

Description: Priority Initiative/Action Item 2: (Continuation and expansion of the 2010-11 goal) Management and Marketing Career Planning Initiative to raise the awareness level of students regarding the various types of support offered by UNA in their career planning and job search. Total expected cost of this initiative is \$250 for item c. a. Continue to invite UNA Career Services counselors into upper level Management and Marketing courses as guest speakers. b. Continue to expand the capability of our current internship and co-op programs through more input from faculty, business practitioners and through better information dissemination to students. The primary driver behind this initiative is Career Services which is the central contact point for all firms who want to establish an internship or co-op program with UNA. c. Develop closer ties with the external professional members of SRHM in order to utilize their skills and willingness to visit several of our upper-level courses to discuss what they see as the growth areas in careers in our area, across the state and across the country. The \$250 cost is needed to develop the initial relationships and plan exactly what both parties feel will be the most beneficial to our students.

Budget: 250.00

University Goals Supported: 1,2,5

Strategic Goals Supported:

Responsibility: Dr. Dan Hallock

Participation: MG and MK faculty

Results: The department of MG and MK has worked closely with Career Services with a focus on the development of additional internships (preferably paid internships when possible) and has been successful. More MG and MK students participating in the Internship program than any previous years. Several faculty members (Dr. Santanu Borah, Dr. Bob Armstrong, Dr. Jana Beaver, Dr. Melissa Clark, Mrs. Donna Yancey, Mr. Jerome Gafford and Dr. Jeremy Stafford have each had external professionals speak to their classes during the 2011-2012 academic year. Dr. Borah and Mrs. Yancey each took their classes on at least one field trip to a local business in the Shoals area during this past academic year.

Actions/Improvements: Dr. Jeremy Stafford is arranging to possibly take several students to the upcoming National SHRM convention, the Human Resources primary professional organization.

Future Actions/Improvements: See above

Goal 3: Globalization and Diversity Initiative

Description: Priority Initiative/Action Item 3: (Continuation and expansion of the 2010-11 goal) Globalization and Diversity Initiative to encourage and support Management and Marketing faculty to improve both the level and intensity of our interaction with our International students. Total expected cost of this initiative is \$1,500 (for item c). a. Continued support and expansion of our MBA club and of the Indian Student Organization (ISO) sponsored by Dr. Santanu Borah. b. Faculty will continue to review the current curriculum to insure that global business and diversity issues are adequately covered. c. Dr. Santanu Borah will continue to attend and participate in the annual meeting of CYBER at the University of Memphis as he has done for the past two years. d. Dr. Bob Armstrong is involved in our MBA initiative in China developing a course in International Business for the newly developed Executive MBA program. e. Both Dr. Borah and Dr. Armstrong are involved in the development of a minor in International Business which we hope to be able to offer beginning in the Fall of 2012.

Budget: 1500.00

University Goals Supported: 1,2,3,4

Strategic Goals Supported:

Responsibility: Dr. Dan Hallock-Chair

Participation: MG and MK faculty

Results:

Actions/Improvements:

Future Actions/Improvements:

Goal 4: Academic Support Initiative

Description: Priority Initiative/Action Item 4: (Continuation and expansion of the 2010-11 goal). Management and Marketing Academic Support Initiative to encourage and support the continued implementation of the ANGEL course management platform and increase the use of technology used in-class, hybrid and on-line sections of all courses offered in the Department of Management and Marketing. The department will also be involved in the development of some type of Study Hall/Success Lab to support our students in their studies. Total expected cost of this initiative is \$2,500 (for items b, e and f).

a. Further and more comprehensive implementation of Camtasia software for use in MG & MK courses where such software will enhance the teaching/learning experience (regardless of format). b. Continued search and willingness to explore and pilot test more advanced learning software options new to the marketplace being developed and marketed by the large book publishing organizations. As this type software continues to be developed MG and MK want to be on the front end and not the back end of implementation. c. All Management and Marketing courses at both the BBA and MBA level will be reviewed to determine in what format and how often they should be offered in order to produce the best balance for our students. d. Faculty, along with our external advisory committees, will continuously examine all Management and Marketing degree programs (both majors and minors) and also individual course offerings to insure that the department is providing our students with the information and skills need to be successful in today's constantly changing workplace. e. Continue to attract, develop and retain qualified individuals to staff the newly developed Clinical Assistant (CA) program. A key here is to have a process in place to

consistently develop our CA's as the demands of our classes evolve.
f. Encourage all faculty and our staff person to enhance their technology skills (use of Excel, Access, PowerPoint, Microsoft Project, etc.) and also the use of our iPad's to enhance the learning experience for our students. This will be accomplished through the UNA Continuing Studies courses offered in software packages usage. g. Continue to support the learning outcomes and assessment initiative to meet SACS, ACBSP and AACSB requirements.

Budget: 2500.00

University Goals Supported: 1,2,4

Strategic Goals Supported:

Responsibility: Dr. Dan Hallock-Chair

Participation: MG and MK faculty

Results:

Actions/Improvements:

Future Actions/Improvements:

Student Learning Outcomes for Management

2011-2012

Outcome 1:	Decision Making
Description:	Students will be able to use Excel at an advanced level to develop spreadsheets from start to finish in order to prepare and present information for decision making. Databases to develop spreadsheets for use in CVP analysis, forecasting and budgeting decisions will be emphasized as will the use of pivot tables for presentation purposes.
Budget:	\$0.00
Core Competencies Supported:	1,2,3,4,5
Assessed How Often:	Per semester
Assessed this Year?	No
Responsibility:	Ms. Diane Kutz-Lead instructor for MG 440 and MG 485
Participation:	Dr. Dan Hallock - Chair
Direct Assessments	

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration).

Indirect Assessments

Results: This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Management degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MG 485, Project Management, which is a

required course for all Professional Management majors and is usually taken during their senior year (preferably during their last semester).

**Curriculum
Actions/Improvements:** NA - see above

**Other
Actions/Improvements:** NA - see above

Future Actions: This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration). This learning objective is a component of MG 440, which is a pre-requisite for MG 485.

Outcome 2: Project Management

Description: Students will be able to understand and apply the four basic functions of management (planning, organizing, leading and controlling) through the use of a project management approach. This includes a working knowledge of a project management software package (currently Microsoft Project software), which will be utilized to develop a project and load it into the software and explain how to use the software to manage the project. This course is the capstone course for the Professional Management Degree Program and is where a directed comprehensive exam assessing these learning goals will be administered each semester.

Budget: \$0.00

**Core Competencies
Supported:** 1,2,3,4,5

Assessed How Often: Per semester

Assessed this Year? No

Responsibility: Ms. Diane Kutz-Lead instructor for MG 440 and MG 485

Participation: Dr. Dan Hallock - Chair

Direct Assessments

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration).

Indirect Assessments

Results: This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Management degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MG 485, Project Management, which is a required course for all Professional Management majors and is usually taken during their senior year (preferably during their last semester).

Curriculum Actions/Improvements: NA - see above

Other Actions/Improvements: NA - see above

Future Actions: This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration). This learning objective is a component of MG 485, which also is the capstone course for all MG majors.

Outcome 3: Leadership and Ethics

Description: Students will be able to understand the terms, concepts and research necessary to gain a more complete understanding of organizational behavior and leadership dynamics. This goal includes the application of ethical behavior in leadership situations as well as being able to explain and apply the views and techniques currently expressed regarding leadership styles and practices.

Budget: \$0.00

Core Competencies Supported: 2,4,5

Assessed How Often: Per semester

Assessed this Year? No

Responsibility: Dr. Jeremy Stafford-lead instructor for MG 362 and at times

teaches MG 331

Participation: Dr. Dan Hallock-Chair

Direct Assessments

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration).

Indirect Assessments

Results: This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Management degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MG 485, Project Management, which is a required course for all Professional Management majors and is usually taken during their senior year (preferably during their last semester).

**Curriculum
Actions/Improvements:** NA - see above

**Other
Actions/Improvements:** NA - see above

Future Actions: This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration). This learning objective is a component of MG 331, which is a pre-requisite for MG 485.

Outcome 4: Human Resources Management

Description: Students will be able to understand and explain the basic functions and responsibilities of human resources management. This includes an understanding of the attracting, selecting, developing and retention cycle.

Budget: \$0.00
Core Competencies Supported: 1,2,4
Assessed How Often: Per semester
Assessed this Year? No
Responsibility: Dr. Jeremy Stafford
Participation: Dr. Dan Hallock - Chair

Direct Assessments

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration).

Indirect Assessments

Results: This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Management degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MG 485, Project Management, which is a required course for all Professional Management majors and is usually taken during their senior year (preferably during their last semester).

Curriculum Actions/Improvements: NA - see above

Other Actions/Improvements: NA - see above

Future Actions: This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration). This learning objective is a component of MG 362, which is a pre-requisite for MG 485.

Outcome 5:	Entrepreneurship
Description:	Students will be able to understand and explain the process of starting a new business from the idea stage through the development of a basic business plan. This includes the concepts of intrapreneurship as well as entrepreneurship.
Budget:	\$0.00
Core Competencies Supported:	1,2,5
Assessed How Often:	Per semester
Assessed this Year?	No
Responsibility:	Dr. Dennis Balch
Participation:	Dr. Dan Hallock - Chair
Direct Assessments	

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration).

Indirect Assessments

Results:	This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Management degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MG 485, Project Management, which is a required course for all Professional Management majors and is usually taken during their senior year (preferably during their last semester).
Curriculum Actions/Improvements:	NA - see above.
Other Actions/Improvements:	NA - see above.

Future Actions: This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration). This learning objective is a component of MG 331, which is a pre-requisite for MG 485.

Outcome 6: Management Process

Description: Students will be able to understand and know the four functions of the management process (planning, organizing, leading and controlling). Students will be able to know and understand these four functions.

Budget: \$0.00

Core Competencies Supported: 1,2

Assessed How Often: Per semester

Assessed this Year? No

Responsibility: Dr. Dan Hallock-Chair

Participation: Dr. Dan Hallock - Chair

Direct Assessments

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration).

Indirect Assessments

Results: This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Management degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MG 485, Project Management, which is a required course for all Professional Management majors and is usually taken during their senior year (preferably during their last

semester).

Curriculum

NA - see above.

Actions/Improvements:

Other

NA - see above.

Actions/Improvements:

Future Actions:

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MG 485 (the capstone course for all MG majors regardless of concentration). This learning objective is a component of MG 330, which is a pre-requisite for the MG 485.

Student Learning Outcomes for Marketing

2011-2012

Outcome 1:	Marketing Process
Description:	Students should be able to understand and know the four P's of marketing (product, price, promotion and place).
Budget:	\$0.00
Core Competencies Supported:	1,2
Assessed How Often:	Per semester
Assessed this Year?	No
Responsibility:	Mr. Jerome Gafford - Lead instructor for MK 360 and MK 476.
Participation:	Dr. Dan Hallock - Chair

Direct Assessments

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration).

Indirect Assessments

Results: This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Marketing degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MK 498, Marketing Management, which is a required course for all Professional Marketing majors and is usually taken during their senior year (preferably during their last semester).

**Curriculum
Actions/Improvements:** NA - see above.

**Other
Actions/Improvements:** NA - see above.

Future Actions: This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration). This learning objective is a component of MK 360, which is a pre-requisite for the MK 498.

Outcome 2: Marketing Communication

Description: Students should be able to understand and apply the various marketing communication tools necessary for integrated marketing communications. This includes the various IMC components including advertising, promotion, event marketing, sponsorships, marketing-oriented public relations, and personal selling.

Budget: \$0.00

**Core Competencies
Supported:** 1,2,3

Assessed How Often: Per semester

Assessed this Year? No

Responsibility: Dr. Melissa Clark - Lead instructor for MK 363

Participation: Dr. Dan Hallock - Chair

Direct Assessments

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration).

Indirect Assessments

Results: This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Marketing degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MK 498, Marketing Management, which is a required course for all Professional Marketing majors and is usually taken during their senior year (preferably during their last semester).

Curriculum Actions/Improvements: NA - see above

Other Actions/Improvements: NA - see above.

Future Actions: This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration). This learning objective is a component of MK 363, which is a pre-requisite for MK 498.

Outcome 3: Decision Making

Description: Students will be able to use Excel at an advanced level to develop spreadsheets from start to finish in order to prepare and present information for decision making. Databases to develop spreadsheets for use in CVP analysis, forecasting and budgeting decisions will be emphasized as will the use of pivot tables for presentation purposes.

Budget: \$0.00

Core Competencies Supported: 1,2,3,4,5

Assessed How Often: Per semester

Assessed this Year? No

Responsibility: Ms. Diane Kutz - lead instructor for MG 440 and MG 485

Participation: Dr. Dan Hallock - Chair

Direct Assessments

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration).

Indirect Assessments

Results: This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Marketing degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MK 498, Marketing Management, which is a required course for all Professional Marketing majors and is usually taken during their senior year (preferably during their last semester).

**Curriculum
Actions/Improvements:** NA - see above.

**Other
Actions/Improvements:** NA - see above.

Future Actions: This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration). This learning objective is a component of MG 440, which is a pre-requisite for MK 498.

Outcome 4: Consumer Behavior

Description: Students should be able to understand the supporting theory of consumer and market behavior. This includes the ability to comprehend the basic psychology and theory supporting the study of consumer behavior and also demonstrate an understanding by applying learned theory to current marketing situations.

Budget: \$0.00

**Core Competencies
Supported:** 1,2,4

Assessed How Often: Per semester

Assessed this Year? No

Responsibility: Mr. Jerome Gafford - Lead instructor for MK 476 and MK 330.

Participation: Dr. Dan Hallock - Chair

Direct Assessments

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration).

Indirect Assessments

Results: This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Marketing degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MK 498, Marketing Management, which is a required course for all Professional Marketing majors and is usually taken during their senior year (preferably during their last semester).

**Curriculum
Actions/Improvements:** NA - see above.

**Other
Actions/Improvements:** NA - see above.

Future Actions: This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration). This learning objective is a component of MK 476, which is a pre-requisite for MK 498.

Outcome 5: Marketing Research

Description: Students should be able to solve marketing problems using appropriate research methods. This includes the ability to determine appropriate research methods for various marketing issues and also demonstrate capability with marketing research methods.

Budget: \$0.00

Core Competencies Supported:	1,2,3,4,5
Assessed How Often:	Per semester
Assessed this Year?	No
Responsibility:	Dr. Andrew Luna - Lead instructor for MK 479.
Participation:	Dr. Dan Hallock - Chair
Direct Assessments	

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration).

Indirect Assessments

Results: This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Marketing degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MK 498, Marketing Management, which is a required course for all Professional Marketing majors and is usually taken during their senior year (preferably during their last semester).

Curriculum Actions/Improvements: NA - see above

Other Actions/Improvements: NA - see above.

Future Actions: This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration). This learning objective is a component of MK 479, which is a pre-requisite for MK 498.

Outcome 6: Marketing Management

Description: Students should be able to understand and apply the four P's of marketing (product, price, promotion and place) and integrate marketing knowledge for the purpose of strategically analyzing marketing issues through the use of a case approach. This course is the capstone course for the Professional Marketing Degree Program and is where a directed comprehensive exam assessing these learning goals will be administered each semester.

Budget: \$0.00

Core Competencies Supported: 1,2,3,4,5

Assessed How Often: Per semester

Assessed this Year? No

Responsibility: Dr. Bob Armstrong - Lead instructor for MK 498.

Participation: Dr. Dan Hallock - Chair

Direct Assessments

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration).

Indirect Assessments

Results: This learning objective was not scheduled to be assessed during the 2011-12 academic year. All six learning objectives for the Professional Marketing degree, regardless of concentration, will be assessed each semester beginning in Fall 2012. This assessment is an exam given in MK 498, Marketing Management, which is a required course for all Professional Marketing majors and is usually taken during their senior year (preferably during their last semester).

Curriculum Actions/Improvements: NA - see above

Other NA - see above.

Actions/Improvements:

Future Actions:

This learning objective will be assessed each semester beginning in the Fall of 2012 through the use of a set of questions embedded in the comprehensive exam in MK 498 (the capstone course for all MK majors regardless of concentration). This learning objective is a component of MG 498, which is the MK capstone course.