

REVIEW OF THE B.S. IN MARKETING

Classification of Instruction Programs (CIP) Code: 52.1401

Marketing/Marketing Management, General

Review Outcome: The Academic Planning Committee, as a result of this review process, finds the B.S. in Marketing program to be in Good Standing.

The Academic Planning Committee recognizes that many of the efforts and activities that led to the development of the self-study report were accomplished during the time period coinciding with the COVID-19 pandemic. The committee thanks the program for a comprehensive and critical self-study report that included input from multiple stakeholders. The curriculum in the B.S. in Marketing offers a flexible degree that qualifies graduates for a variety of leadership positions in the selling, distribution, promotion, analytics, and strategic management of goods and services for both profit and non-profit organizations. Marketing students have the option of concentrating in one of three sequences: Advanced Marketing Analytics, Integrated Marketing Communication, and Professional Sales. The curriculum is delivered by faculty members who collaborate to provide foundational courses, and specialized courses. The committee commends the program for the recognition of their student professional sales team as the Overall Champion at the 2019 National Collegiate Sales Competition.

The committee commends faculty efforts for the program's enrollment growth during the period under review through the use of several unique recruitment strategies that the program has begun using (e.g., scholarships, increased communication with community colleges, open houses, Redbird Days, Presidential Scholar luncheons, admissions ambassadors). These efforts have resulted in an increase from 668 students in fall 2012 to 839 in fall 2019, making the Department of Marketing the second largest department in the College of Business. We further commend the program faculty for the increase in students from traditionally underrepresented groups, rising from 14.9 percent in 2014 to 20.0 percent in 2019. We note the success of the new Advanced Marketing Analytics sequence, growing from an initial class of 8 students in Fall 2015 to 75 students in Fall 2019.

The committee recognizes the program faculty's commitment to activities that support student success. We commend the program faculty's deliberate efforts to promote a climate of inclusiveness. These efforts include participation in the leadership of the College of Business' Diversity and Inclusion Initiative, organizing a reception for traditionally underrepresented students and faculty/staff as a forum for discussion, and the mentoring and supervision of students on their research and creative activities. The committee commends the program for the creative and varied curricular options it provides its students to meet their education and career goals. These include expanded opportunities for professional sales students by hosting a national sales competition, sponsoring student participation in other regional and national sales competitions, and by forming new registered student organizations (RSOs), such as the Sales Excellence Academy and the new Business ACUMEN organization. We note that many of these co-curricular groups are involved in community engagement activities. The committee commends the program for increasing student participation in the University Honors program. We also commend the program advisors for their efforts to support students transferring both into and out of the program. The committee notes the fall-to-fall retention rates are generally at or above the university-wide rates overall. The committee recognizes the faculty efforts that have reduced average time-to-degree with over 80 percent of students completing the degree in four years or less. We also note that the employment and salary data indicate strong outcomes for program graduates.

The committee commends the faculty's extensive work to revise the curriculum during the period of review. The program faculty developed a number of new courses, including the introductory course (MKT 190) that provides students early exposure to the discipline and which allows them more time to complete the required and elective courses in the sequences. We further commend program faculty for the development of the new sequence in Advanced Marketing Analytics to address the demand for marketing professionals with higher levels of analytics skills, which is one of the few undergraduate sequences in the country. The committee recognizes the program for maintaining and expanding industry partnerships for the benefit of the program, its students, and its faculty. We further commend the Department of Marketing and the College of Business for their continued accreditation by the Association to Advance Collegiate Schools of Business-International (AACSB) International and wish them well for their reaccreditation efforts in Fall 2021.

The committee notes the faculty members' scholarly contributions to the B.S. in Marketing program. Faculty members are active researchers who publish in national and international peer-reviewed journals.

The committee commends the program faculty on the development and implementation of their plan for the assessment of student learning outcomes. The assessment plan provides for collecting evidence of student performance, evaluating this evidence with rubrics, and consulting with the program advisory board in curricular and program review based on this evidence. The self-study report provides ample evidence that evaluation and assessment findings continue to be used by faculty to design and implement program modifications.

Follow-up Report.

Aspirational Programs. The committee has included analyses of comparator and aspirational programs in the self-study report guidelines to provide faculty with opportunities to consider the niche their program has among its peers and to gather information for program planning. The committee would like the program to revisit the aspirational section of the self-study. Although the faculty did discuss aspirational initiatives, the programs selected were graduate programs, rather than undergraduate programs. The committee asks the faculty to address this through an analysis of aspirational undergraduate programs that could help develop strategies for addressing the initiatives faculty has identified. Accordingly, the committee asks faculty to revisit their discussions of aspirational institutions and to summarize the findings of those discussions in a report submitted to the Office of the Provost by May 15, 2022.

Recommendations.

The Academic Planning Committee thanks faculty and staff of the B.S. in Marketing program for the opportunity to provide input regarding the program at Illinois State University through consideration of the submitted self-study report. The following committee recommendations to be addressed within the next regularly scheduled review cycle are provided in a spirit of collaboration with program faculty and staff. In the next program review self-study report, tentatively due October 1, 2028, the committee asks the program to describe actions taken and results achieved for each recommendation.

Continue to monitor enrollment trends and program growth. The committee encourages faculty to continue to actively monitor the growing enrollment and how it is impacting the program, especially with respect to student-faculty ratios and potential impact on quality of instruction. We encourage the program faculty to look to their comparator institutions for indicators of enrollment growth impacts on program quality. The committee encourages the program to continue to monitor their strategies for increasing enrollment by students from gender, racial, and ethnic groups traditionally underrepresented in the program and discipline.

Continue to focus on diversity, inclusion, and equity. The committee encourages the program to pursue its goals related to further developing a diverse, inclusive, and equitable environment that effectively supports students, faculty, and staff from diverse backgrounds, as indicated in the self-study report. We encourage the program faculty examine ways to infuse diversity, equity, and inclusion into the curriculum

Continue to focus on student success and retention. The committee recommends that the program faculty develop a plan for student success. The plan should be used to increase transparency and communication around "student success" by defining the program's goals for, assessment of, and actions towards supporting students enrolled in the program. The plan may provide an overarching structure for other plans (e.g., retention, curriculum, alumni engagement). The committee notes the program's concerns regarding extremely high advisor loads. We support the efforts to develop avenues designed to reduce these loads. We also recommend that the College Advisement Center review their metrics for advising effectiveness, looking beyond student outcomes exclusively. We suggest that looking to aspirational institutions may provide valuable insights for the development of action items for this plan.

Develop a plan for faculty success and retention. The committee noted that the self-study report indicated that a high proportion of female faculty had left the program. We recommend that the program conduct an analysis of faculty retention and develop a plan for faculty success.

Continue implementing and refining the student learning outcomes assessment plan. The committee encourages faculty to continue its implementation of the student learning outcomes assessment plan for the program

during the next program review cycle, to continue to utilize information gathered through plan implementation to make program revisions as necessary, and to document how that has been done. The committee encourages faculty to periodically evaluate the effectiveness of the plan in assessing student learning to identify any modifications to the plan faculty may deem necessary.

Continue the collaborative work with Milner Library. The committee recommends that the program work with the subject liaison librarian to examine and evaluate the library's journals and monograph collection related to marketing to aid in both the selection and deselection process of these sources. Given recent journal cancellations and expected increases in distance and hybrid courses, we encourage the Department and Library to further collaborate to increase awareness of alternative access to resources, such as Interlibrary Loan and I-Share lending, among faculty and students. We also recommend that the program work with the subject liaison librarian to develop a tiered approach for information fluency learning outcomes for the Department, align those outcomes to the curricula, and integrate those outcomes into the student learning outcomes assessment plan for the program.

Continue to refine a plan for alumni tracking and engagement. The committee encourages the program faculty to continue to refine their plan for tracking program alumni and use this system to enhance alumni networking. These activities may become even more important in the years ahead as the program's alumni become more diverse. The program could benefit from increased involvement of its alumni in providing input regarding the program and in mentoring students.