

MARKETING DISCIPLINE PRESSURE TEST

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GGC School of Business (SBA) Fast Facts



Total Enrollment: 2,690 students

Average Class Size: 31 students

Gender: Male: 53.8% Female: 46.2%

Race/Ethnicity:

Black or African American: 30.6%;
Hispanic: 25.7%; Asian: 10.9%; Native
American and Pacific Islander: .2%; White:
28.6% Multiracial: 3.1%

AACSB Accredited in 2018



OUR CONCENTRATIONS

Accounting

Economics

Finance

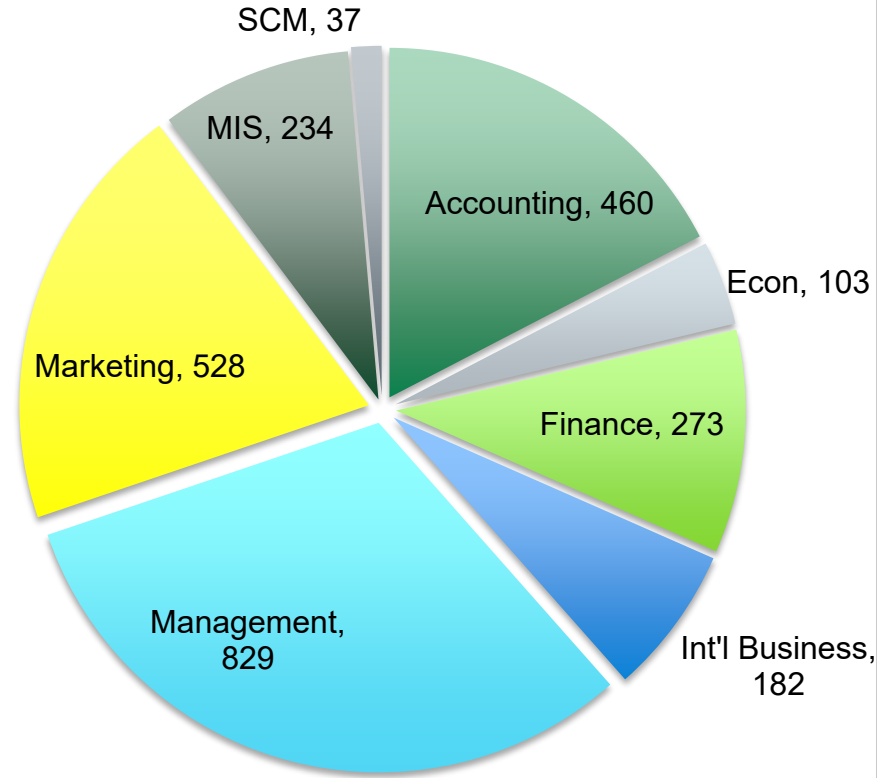
International Business

Management

Management Information Systems

Marketing

Supply Chain Management



MARKETING ACADEMIC MAP

2017–18 Marketing Concentration Academic Map

This academic map is a suggested four-year schedule of courses based on degree requirements in the GGC catalog. This sample schedule serves as a general guideline to help build a full schedule each term. *Missing milestones could delay your program.*

Name: _____

ID: _____

FRESHMAN FALL		FRESHMAN SPRING		FRESHMAN SUMMER	
Course	Hours	Course	Hours	Course	Hours
<input type="checkbox"/> ENGLISH COMPOSITION 1 ENGL 1101	3	<input type="checkbox"/> ENGLISH COMPOSITION 2 ENGL 1102	3	<input type="checkbox"/> FIND A VOLUNTEER SERVICE OPPORTUNITY	
<input type="checkbox"/> COLLEGE ALGEBRA MATH 1111	3	<input type="checkbox"/> NATURAL SCIENCE 1 PSCI 1101K, BIOL 1101K, or CHEM 1151K	4		
<input type="checkbox"/> INTRODUCTION TO COMPUTING ITEC 1001	4	<input type="checkbox"/> U.S. HISTORY HIST 2111 OR 2112	3		
<input type="checkbox"/> HUMANITIES / FINE ARTS 1 MUSC 1100 / ARTS 1100 / ENGL 2110 or 2100 / FILM 1005	3	<input type="checkbox"/> HUMANITIES / FINE ARTS 2 RELM 1100 / GEOG 1101 / 2000-LEVEL FOREIGN LANGUAGE	3		
<input type="checkbox"/> AMERICAN GOVERNMENT POLS1101	3	<input type="checkbox"/> PRINCIPLES OF MICROECONOMICS ECON 2105	3		
TOTAL	16	TOTAL	16		
RUNNING TOTAL	16	RUNNING TOTAL	32		
SOPHOMORE FALL		SOPHOMORE SPRING		SOPHOMORE SUMMER	
<input type="checkbox"/> NATURAL SCIENCE 2 PSCI 1102, BIOL 1102, or CHEM 1152	3	<input type="checkbox"/> SOCIAL SCIENCE PSYC 1107/SOCI 1101/ARTH 1102	3	<input type="checkbox"/> FIND A VOLUNTEER SERVICE OPPORTUNITY	
<input type="checkbox"/> ITEC (AREA D) ITEC 2110 or 2120	4	<input type="checkbox"/> HISTORY HIST 1111, 1112, 1121, 1122, 2111, or 2112 <i>(Take one of these courses not already completed)</i>	3	<input type="checkbox"/> GET AN INTERNSHIP	
<input type="checkbox"/> COMM IN THE BUS. ENVIRONMENT BUSA 2105	3	<input type="checkbox"/> PRINCIPLES OF MACROECONOMICS ECON 2105	3	<input type="checkbox"/> PLAN TO STUDY ABROAD NEXT SUMMER	
<input type="checkbox"/> LEGAL ENVY. OF BUSINESS BUSA 2106	3	<input type="checkbox"/> PRINCIPLES OF MANAGEMENT MGMT 3000	3		
<input type="checkbox"/> INTRO TO FINANCIAL ACCOUNTING ACCT 2101	3	<input type="checkbox"/> INTRO TO MANAGERIAL ACCOUNTING ACCT 2102	3		
		<input type="checkbox"/> CHOICES FOR LIFE PHED 1101	1		
TOTAL	16	TOTAL	16		
RUNNING TOTAL	48	RUNNING TOTAL	64		

JUNIOR FALL		JUNIOR SPRING		JUNIOR SUMMER	
<input type="checkbox"/> FINANCIAL MANAGEMENT FINA 3000	3	<input type="checkbox"/> QUANTITATIVE ANALYSIS OF BUSINESS BUISA 3000	3	<input type="checkbox"/> FIND A VOLUNTEER SERVICE OPPORTUNITY	
<input type="checkbox"/> BUSINESS STATISTICS BUISA 2000	3	<input type="checkbox"/> GLOBAL BUSINESS BUISA 3200	3	<input type="checkbox"/> GET A SECOND INTERNSHIP	
<input type="checkbox"/> MGMT INFORMATION SYSTEMS BUISA 3100	3	<input type="checkbox"/> CONSUMER BEHAVIOR @ MKTG 3050	3	<input type="checkbox"/> STUDY ABROAD	
<input type="checkbox"/> HUMAN RESOURCE MGMT MGMT 3040	3	<input type="checkbox"/> MARKETING RESEARCH @ MKTG 4025	3		
<input type="checkbox"/> PRINCIPLES OF MARKETING MKTG 3000	3	<input type="checkbox"/> MARKETING ELECTIVE @ MKTG 300X, 400X	3		
TOTAL	15	TOTAL	15		
RUNNING TOTAL	79	RUNNING TOTAL	94		
SENIOR FALL		SENIOR SPRING		SENIOR SUMMER	
<input type="checkbox"/> ORGANIZATIONAL BEHAVIOR MGMT 4100	3	<input type="checkbox"/> STRATEGIC MANAGEMENT (CAPSTONE) MGMT 4700	3	<input type="checkbox"/> Graduation in May!	
<input type="checkbox"/> ETHICS & CORP SOCIAL RESPONS. MGMT 3400	3	<input type="checkbox"/> GENERAL ELECTIVE Any 2000 / 3000 / 4000 GGC Course	3	<input type="checkbox"/> Concentration in Marketing	
<input type="checkbox"/> OPERATIONS MANAGEMENT MGMT 4600	3	<input type="checkbox"/> MARKETING ELECTIVE @ MKTG 300X, 400X	3		
<input type="checkbox"/> INTERNATIONAL MARKETING@ MKTG 4400	3	<input type="checkbox"/> BUSINESS ELECTIVE @ 300X, 400X	3		
<input type="checkbox"/> MARKETING ELECTIVE @ MKTG 300X, 400X	3	<input type="checkbox"/> PHYSICAL EDUCATION Any PHED except 1101	1		
<input type="checkbox"/> PHYSICAL EDUCATION Any PHED except 1101	1				
TOTAL	16	TOTAL	13		
RUNNING TOTAL	110	RUNNING TOTAL	123		

This map is not a substitute for academic advisement—contact your advisor if you have any questions about scheduling or about your degree requirements. Also see the current undergraduate catalog for a complete list of requirements, electives, and pre-requisites. *Note: Requirements are continually under revision, and there is no guarantee they will not be changed or revoked; contact the department and/or program area for current information. Specific summer courses may not be offered as planned. Created based on the GGC Concentration requirements.*

MARKETING DISCIPLINE – PRESSURE TEST

Motivation and Process

- Evaluate Marketing Concentration Academic Map
- Identify “pressure points”
 - SBA Assistant Dean for Student Services
 - Marketing full-time faculty
 - SBA academic advisor
 - Marketing discipline POC
- Summarize and communicate recommendations for improvement

BUSINESS MARKETING – PRESSURE TEST

Credits Taken Per Semester

- 67% of SBA students taking less than 5 courses (Fall 2019)
- From 2017-2019, Marketing students averaged 11.36 credits per semester (Fall & Spring)
- Issues considered & recommendations:
 - First-time freshman student registration “blocks”
 - Plan for part-time students (~30%)
 - Accounting for summer semester

Total Courses	# of SBA students Fall 2019
5	750
6	115
7	10
8	2
TOTAL	877 out of 2,640, or 33%

Marketing Concentration Student Credit Hours

Semester	Low (< 9 credits)	Medium (<12 credits)	High (< 15 credits)	Max (15+ credits)
Fall 2017	16.90%	20.89%	47.93%	14.29%
Fall 2018	16.67%	17.79%	48.88%	16.67%
Fall 2019	12.12%	21.57%	46.70%	19.61%

MARKETING – PRESSURE TEST

Course Sequencing

- Importance of Freshman English and Math Courses to sequence of critical prerequisites
- Issues considered & recommendations:
 - Place business students in blocks with ENGL 1101
 - Need for English and/or Math Learning support (16.8% - English Learning Support; 30.71% - Math Learning Support)
 - Move important prerequisite courses to earlier semesters (e.g., MKTG 3000)
 - Increase awareness of critical prerequisites for each class; highlight on map

Flow of Critical Courses / Required Prerequisites for Marketing Students

Freshman Fall	Freshman Spring	Sophomore Fall	Sophomore Spring	Junior Fall
ENGL 1101	ENGL 1102	BUSA 2105 & BUSA 2106	MGMT 3000 & MKTG 3000	BUSA 2000 & BUSA 3200

MARKETING – PRESSURE TEST

Course Completion

- Relatively low D/F/W/I rates for concentration courses (ranging from 3.5% to 7%)
- High for ENGL 1101 (32%) & ENGL 1102 (37%)
- Also high for MATH 1001 (32%) & MATH 1111 (40%)

- Issues considered & recommendations:
 - Assistance for students struggling with these courses

MARKETING – PRESSURE TEST

Course Offerings

- Demand high; average of 7 available seats (classes capped @ 40; Fall 2019)
- 6-8 Principles sections offered per semester
- 4-7 elective sections offered per semester
- Negative relationship between number of Principles sections and number of elective offerings
- Issues considered & recommendations:
 - Faculty teaching in other disciplines, course releases, faculty departures
 - Ensure adequate faculty numbers to support range of course offerings

Number of Marketing Course Sections over Time

	Principles of Marketing (MKTG 3000)	Required Marketing Concentration classes	Marketing elective classes
Fall 2016	6 (2 Part-time & 4 Full-time)	6	6
Spring 2017	6 (2 Part-time & 4 Full-time)	6	6
Fall 2017	6 (2 Part-time & 4 Full-time)	6	5
Spring 2018	7 (4 Part-time & 3 Full-time)	6	5
Fall 2018	8 (4 Part-time & 4 Full-time)	6	4
Spring 2019	6 (2 Part-time & 4 Full-time)	6	7
Fall 2019	8 (1 Part-time & 7 Full-time)	6	5

MARKETING – PRESSURE TEST

Graduation

- From 2016-2018, graduated most students of any business concentration

SBA Degrees (GGC Fast Facts 2017-2018 Report)

Degrees Awarded by School, Major and Concentration

Major	Concentration	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Business	Accounting		2	12	24	40	47	59	60	73	63
	Economics								1	9	13
	Finance		5	8	17	24	26	28	18	28	37
	General Business	2	29	36	32	47	72	62	67	68	36
	General Business Management									11	44
	International Business			1	1	7	17	9	26	28	29
	Leadership							1	5	6	4
	Marketing		5	6	26	25	39	50	75	75	68
	Management Info System						2	8	23	22	35
School of Business: Completions		2	41	63	100	143	203	217	275	320	329
School of Business: Completers		2	41	63	100	143	203	214	275	320	329

MARKETING – PRESSURE TEST

Takeaways

- Obvious that most students get “off track” right away
- Need for more specific and realistic advising and mentoring
- More support for students in Area A courses
- Faculty to support elective offerings
- Involve student voice in the process
- Updating data