

# 2005-06 Major Assessment Profile

## Marketing

Eastern Illinois University

### 1. DEPARTMENT LINKS:

The **Marketing Major** is one of six undergraduate majors offered by the School of Business at Eastern Illinois University. See the following web pages for further information about EIU's School of Business.

- [School of Business Website](#)
- [School of Business Mission Statement](#)
- [School of Business Vision Statement](#)
- [School of Business Core Values](#)
- [School of Business Strategic Plan](#)

For information about EIU's **Marketing Major**, please visit the following web pages:

- [About Marketing](#)
- [How to become a Marketing Major](#)
- [Four year schedule for Marketing Majors](#)

### 2. QUALITATIVE INFORMATION

- Departmental Assessment Plan
- IBHE Program Review outcome: Outcome of review completed in academic year 2005-06: Program in Good Standing
- IBHE Alumni Survey results
- Undergraduate Student Survey Results
- Accreditation reports/results:

The School of Business is fully accredited by AACSB International – the Association to Advance Collegiate Schools of Business. AACSB International accreditation affirms that the School of Business has achieved the highest standards for business schools and is committed to continuous program improvement. Less than one-third of business schools in the U.S. have earned AACSB International accreditation. See [About AACSB International Accreditation](#) for further information.
- Active/hands-on learning opportunities for students:
  - Business internships offer students valuable experience to apply knowledge learned in the classroom and to develop key skills necessary for success in the business world. Recent internships completed by School of Business students include those with Acordia, Archer Daniels Midland Company, A.G. Edwards, Capital Radio Group, Caterpillar Inc., Daimler-Chrysler, Disney World, Emmis Communication Corp., Enterprise Rent-A-Car, Innovative Staff Solutions, Merchandise Mart, Sarah Bush Lincoln Health Systems, SBC Communications, Staples, State Farm Insurance Companies, Wal-Mart, and Walgreens Company. Other student internships with small businesses provided students the opportunity to learn about entrepreneurship and

managing small businesses. See the [Student Guide for Internships](#) for information about earning academic credit through an internship.

- [Student Business Organizations](#) provide exciting opportunities for students to hone their leadership and teamwork skills while networking with representatives from businesses, developing career and professional strategies, and contributing to the community through service learning projects. EIU's award winning student chapter of the American Marketing Association sponsors activities targeted to marketing majors.
- Student research/creative activity: Marketing students may pursue research through independent study with faculty in their area of interest. The Business Honors Program, which becomes effective in Fall 2006, will provide outstanding business students who are enrolled in the honors program the opportunity to engage in research activities with faculty mentors.
- Faculty-student collaboration: See "Student research/creative activity" above.
- Strategies to improve P-16 teaching and learning: N/A
- Collaborative activities with business/industry:
  - Business leaders serving on the [Business Advisory Board](#) work with students and faculty to ensure that the School of Business programs address the needs of employers and the business community.
  - [Executives in Residence](#) make extended visits to the School of Business every year to share their experiences through teaching classes, meeting with students, and making presentations on the latest trends in business.
  - Through the Off Campus Seminar program, businesses open their facilities to day long visits by selected School of Business students. Recent Off Campus Seminars include Archer Daniels Midland Company, Caterpillar, Inc., North American Lighting, Inc.—a Koito Group Company, R.R. Donnelly & Sons Company, and State Farm Insurance Companies.
- Pass rates on any professional/occupational licensure exams: N/A
- Faculty Achievements: Marketing faculty are committed to teaching, creative activity, and service. See [Marketing Faculty Achievements](#) for activities during the 2005-06 academic year.
- Student Achievements: Marketing majors are eligible for a variety of awards honoring student achievement. See [Student Achievement Awards](#) for the awards and recipients honored during the 2005-06 academic year.

### 3. QUANTITATIVE INFORMATION

- Program Data Spreadsheet
- Enrollment: 294
- Degrees: 73
- Faculty Statistics:
  - Total faculty headcount: 53
  - Total FTE faculty: 47.38
  - Full-time faculty: 46
  - Part-time faculty: 7
  - Number of faculty on leave: 0
  - Total tenured/tenure track faculty: 34

- Faculty break down by rank:
  - Professor: 17
  - Associate: 7
  - Assistant: 10
  - Instructor: 19
- Number with terminal degrees: 33
- Total annually-contracted faculty: 12
- Non-negotiated part-time faculty: 7
- Gender: 20 females; 33 males
- Diversity: 8
- Student Major Statistics
  - Full-time students: 283
  - Part-time students: 11
  - Diversity: 25
  - ACT: 22
  - GPA: 2.83
- Credit Hour Production Total: 1,989
- Discipline cost per credit hour by level: N/A
- Direct Cost Per Credit Hour Total: 152.09
- Freshman-Sophomore Retention Rate: 72%
- Average Actual Hours to Degree: 128

### 2005 - 2006 Student Achievement Awards: Marketing and Business

Award	Criteria/Achievement	Recipient
American Marketing Association Achievement Award	Outstanding senior member of EIU student chapter of the American Marketing Association	Jennifer Harp
American Marketing Association World Color Press Award	Outstanding member of EIU student chapter of the American Marketing Association who will be returning for the next academic year	Kery Kroscher
Central Illinois Chapter of American Marketing Association Outstanding Student Award	Outstanding senior marketing major	Allison Ladisich
John Thompson Moore Scholarship	Junior marketing major with minimum GPA of 2.5 who is active participant in extracurricular activities	Katherine Liddell
Marketing Excellence Award	Outstanding senior marketing major based on excellence in classroom and true understanding of marketing as a discipline through practical application	Jackie Andrews
St. Louis Chapter of American Marketing Association Outstanding Student Award	Outstanding senior marketing major	Stacy Wehnes
Alexander Briggs Memorial Award	Business major with at least one year of college work and GPA of 3.0 or higher	Brent Esker
Bert and Janet Holley Scholarship	Transfer business major who has earned associate in arts or sciences degree from Illinois community college.	James Aikman
Brankey Scholarship	Incoming business major with potential for academic success	Jennifer Harris
C. Roger Sorensen Scholarship	Junior or senior business major who is graduate of Mattoon High School	Lura Besore
Caterpillar Scholarship	Sophomore, junior or senior majoring in accounting or computer information systems with GPA of 2.8 or higher	Brent Esker, Kendra McKeon
Charles Gifford Manion Memorial Scholarship	Business major with GPA of 2.75 or higher	Whitney Edwards

Clay Richland Scholarship	Undergraduate business student from Clay or Richland County entering EIU for first time based on academic performance	Kate Wendling
Cooley Family Scholarships	Full-time business majors based on academic potential	Christopher Saribekian, Emily Sibley
Dean Giffin Award	Senior business major based on academic achievement, service to School of Business and University, and potential for distinguished service and leadership	Julie Kleinschmidt
Delta Sigma Pi Scholarship Key	Senior(s) business student with highest overall grade point average	Kimberly Fischer
Don and Mary (Hartke) Gher Scholarship	Business major who graduated from Mt. Carmel or Dieterich Illinois High School	Kenneth Young
Donald and Clara Alice Seaman Shawver Scholarships	Central Illinois residents with demonstrated high scholastic ability	Claire Anderson, Ashley Bedinger
Grace T. Bair Business Scholarship	Full-time business major with GPA of 3.0 or higher, magnetic personality, and enthusiastic support of EIU	Ashley Gemar
J.W. and Marilyn Oglesby Scholarship	Junior business major with GPA of 3.5 or higher	Meghan Smith
Jim and Bess Townsend Hanks Scholarship	Undergraduate business student majoring in accountancy or finance; preference given to students with interest in career in insurance	Russ Deters
Jim and June Giffin Scholarship	Upper division business major with GPA of 3.0 or higher	Julie Kleinschmidt, Jessi Crockalt
John and Katharine Currey Scholarship	Full-time business major with GPA of 3.0 or higher, preference to marketing majors	Katherine Liddell
John P. Coffey U.S. Veterans Scholarship	Full-time business major in good academic standing who serve honorably in U.S. Armed Forces	Douglas Walk
Keller Family Scholarship	Management or marketing major who demonstrates scholastic achievement and self-sufficiency by working during university tenure	Brian Bartels

MacGilvray Family Scholarship	Full-time business major with GPA of 3.0 or higher, preference to marketing majors	Katherine Liddell
Mr. and Mrs. William Craig Simmons Memorial Award	Junior business major based on outstanding personal character and scholastic achievement	Timothy Dudek
National Beta Gamma Sigma Scholarship	Member of EIU chapter of Beta Gamma Sigma who demonstrates commitment to the society's principles: honor, integrity, pursuit of wisdom, and earnestness	Jennifer Hansen
R.R. Donnelly & Sons Company Scholarship	Incoming freshman business major who has graduated from high school in eight surrounding counties, based on ACT/SAT scores, high school GPA, and participation and leadership in extracurricular activities	Brandon Baston
Roberson Business Scholarship	Full-time business student with potential for leadership and academic promise who is Illinois resident and active in Christian religion of their choice, with special consideration given to student athletes	Becky Timothy
Ronald and Myra Jeffris Scholarship	Pre-business majors	Sarah Buenker
Rudolph G. and Kathryn E. Hlavek Scholarship	Business majors	Karel Mallari
School of Business Achievement on Captstone Exam Award	Outstanding achievement on Business Capstone Exam	Jonathan Hoffee, John Katsinas, Amanda Meyer, Ryan Siegel
Timothy Gover/Clifford Fagan Scholarship	Pre-business majors entering EIU for first time	Melanie Latham
United Graphics Scholarship	Freshman or transfer business student entering EIU for first time who is in top 10% of high school graduating class (freshman) or who has GPA of 3.5 or higher (transfer student)	Stacey Matjasich
John M. Luther Scholarship	Pre-business major entering EIU for the first time with demonstrated high achievement in previous educational environment	Stacey Matjasich
Kris Beedy Karner Scholarship		Claire Anderson

## 2005 – 2006 Selected Marketing Faculty Achievements

### **Dr. Michael L. Boorum**

Professor, PhD, University of South Florida

- Chair, School of Business External Relations Committee
- Participated in review of MBA program of Al Ain University of Science and Technology for initial accreditation from U.A.E. Ministry of Higher Education

### **Dr. Thomas Costello**

Assistant Professor, PhD, University of Illinois

- “Creating Value in Franchise Systems: Aligning the Interests of Franchisors and Franchisees” accepted for the proceedings of the 2006 Annual Conference of the Western Academy of Management.
- 2006 School of Business Outstanding Research Award
- 2006 School of Business Outstanding Teaching Award
- 2006 School of Business Research Support Grant

### **Dr. Nancy Danner Marlow**

Professor, DBA, Mississippi State University

- "Implementing a Marketing Professionalism Course; Where Do We Go From Here?" Presentation to Marketing Management Association 2005 Educators' Conference in Kansas City, MO. This was also published in the Proceedings for the meeting.
- Made a presentation as part of Booth Library's Frankenstein: Penetrating the Secrets of Nature program series, November 2005. The name of the presentation was "Don't Let the Marketers Scare You: Fear Appeals in Advertising."
- President of CEAD Council board of Directors

### **Dr. Jane P. Wayland**

Professor and School of Business Chair, PhD, University of North Texas

- Secretary, Council of Chairs
- Member, Council on University Planning and Budgeting
- Member University Marketing Committee
- Editorial Review Board, Marketing Education Review