

MARKETING / VENTURE PARTNERSHIP

\$846,222.00 \$332,082.1

6702.8

21.7

20.9

25.9

24.2

7

5

7

4

8

8

10

8

11

9

9

8

8.1

0

9.4

1694

2192

2038.5

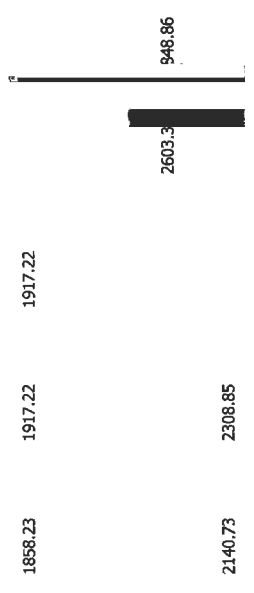
0

0

0

1747.5

1858.23 : 1662 1635 1684



Program Review Program Report

BARTON SCHOOL OF BUSINESS

MARKETING AND ENTREPRENEURSHIP

Note: Year is fiscal year (summer, fall, spring) data are from the fall only, it is from the fall of the fiscal year. For example, 2008 is Fall 2007 data

ENTREPRENEURSHIP

63

0

0

0

BARTON SCHOOL OF BUSINESS

MARKETING AND ENTREPRENEURSHIP

Note: Year is fiscal year (summer, fall, spring). If data are from the fall only, it is from the fall of the fiscal year. For example, FY 2008 is Fall 2007 data.

MARKETING

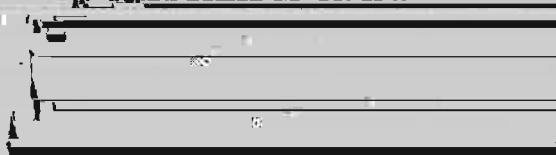


**Kansas Board of Regents Program Review
Departmental Review**

Of

**Department of Marketing
Wichita State University**

W. Frank Porter School of Business



**Prepared by the Department Faculty and Staff
And
Submitted by Stephen S. Porter, Ph.D., Chair**



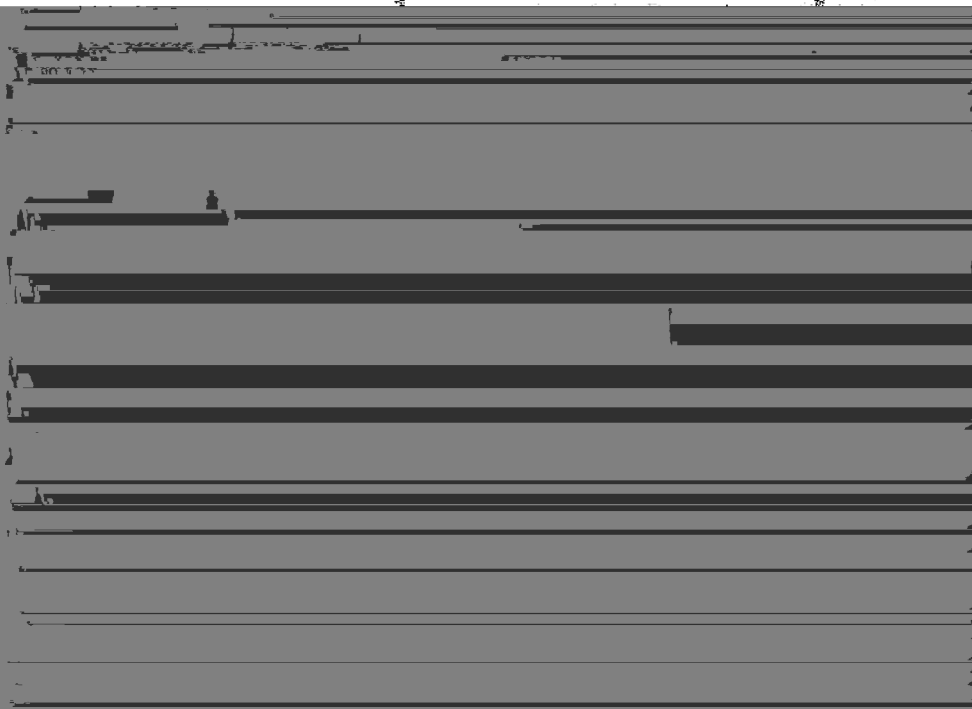
Kansas Board of Regents Program Review 2002 - 2007

Throughout this document, the focus of the presentation is on the degree majors of Marketing. As a result of departmental restructuring on May 1, 2008 the Entrepreneurship major (moved into the Department) was added to the Management department prompting little need to reexamine the program in this document. Data sheets for the various majors within the Department follow.

a) Centrality of the program to fulfilling the mission and role of WSU

The mission of the University focuses on providing comprehensive educational opportunities in an urban setting, through high quality teaching, research and public

departmental facilities in



Department of Marketing through its teaching, research and service efforts

marketing discipline, this course is a capstone course, analogous to the strategic management course in the business core.

Beyond these required courses is a system of electives. These electives are to be selected from the following list:

Directed Electives: This list contains courses from the Department of Marketing which are relevant to the development of the elements in the marketing discipline. *(This section is intentionally left blank for the student to select courses.)*

Assigned Electives: These are courses that are not offered by the Department.

sound in these respects has been evolved through comparisons with peer institutions as well as through discussions with respected academicians within the fields of focus.

[REDACTED]

has evolved. As it stands, the curriculum is designed to challenge students, and allow

[REDACTED]

5. A department which is actively involved in the development of marketing related projects within the region. Within the past five years, significant projects have been completed for organizations such as the Heart Center

Music Theatre of Wichita, KMWU Radio, The Alumni Association of Wichita State University, and Wichita River Festival.

6. A faculty which is committed to intellectual activity. Without exception, all members of the Department have an active research agenda. Members of the Department had 33 refereed journal articles accepted during the 2002-07 academic years. They also had three refereed cases accepted during this period. In addition, during the 2002-07 academic years, members of the Department

Faculty Performance Relative to National Norms.

From the familiarity that the authors of this review have with the norms for

7. The Department had three individuals awarded Barton Fellows by the Barton School in the 2002-07 time period.

Development Training Programs, which are repeated several times a year for the regional training constituency.

9. There have been two teaching fellowships awarded to marketing faculty in 2002-07. One member of the department was awarded the Barton School's Outstanding Research Writer of the Year.

10. One member of the faculty has maintained his national reputation in the

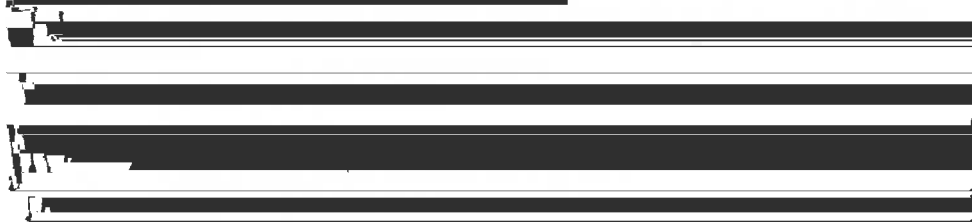
is correct?

started with 5 regional schools (i.e., Oklahoma State, Oklahoma University, University of Nebraska, University of Kansas, and the University of Missouri) and expanded the scope of the study to include 5 nationally known institutions with well respected marketing programs (i.e., Florida State University, University of Central Florida, University of Tennessee, University of Michigan, and University of California Berkeley).

one area of research in the marketing curriculum is on developing the understanding of the fundamentals of Business to Business marketing. As it currently stands, the curriculum is to students and allow them to develop knowledge of the skills that enable them to function effectively within the career fields of marketing as well as in a business environment.

[REDACTED]

(Spring 2000) and Wichita area employers (Spring 2001). Not surprisingly, the
evidence indicates that students and employers value some of the same skills in



survey

employers

graduates of the program

employers' perceptions

and attitudes toward the



[REDACTED]

e) The service the program provides to the discipline, the university, and beyond:

The fourth method for preparing students to meet their goals is through

[REDACTED]

ensuring that those students who are active within the Department receive

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

repertoire of skills that will enable them to function effectively within their chosen career fields as well as general business. One of the methods for addressing this goal is the Department's participation with the Co-operative

Departmental students are providing services to the Wichita community through
classroom projects and community-based projects. These students offer

[REDACTED]

f) The program's cost effectiveness

The Department of Marketing had 5.0 tenured FTE faculty and 1.50 FTE (6.50 total) faculty delivering an average of 4014.6 student credit hours (SCH) per year during the 2002-07 review period. This reflects the retirement of one tenure track faculty that has not been replaced. Recently, another full time tenured faculty has been re-

[REDACTED]

[REDACTED]

[REDACTED]

two vacant positions within the marketing area

[REDACTED]

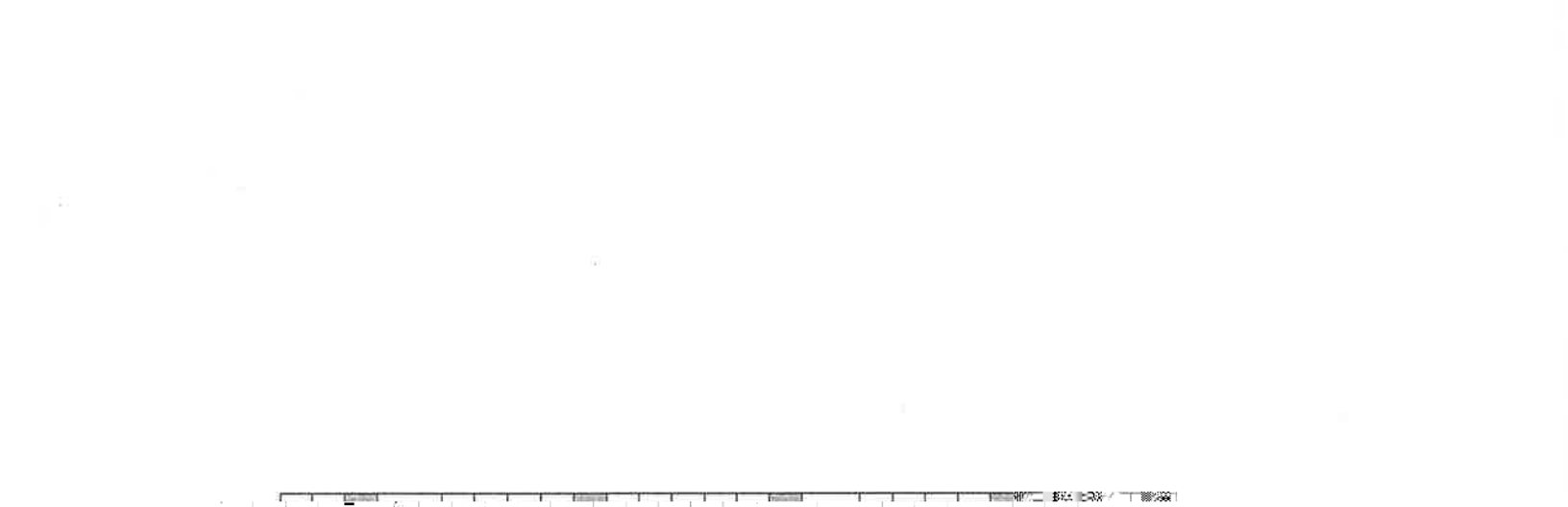
Department averaged 309 SCH per FTE. The Marketing department has averaged 466

[REDACTED]

[REDACTED]

SECRET

Faculty	6.3	6.5	6.3	6.3	5.3	8	8	8.1
Track								
DR)	0	0	0	0	0	0	0	0
rd	0	0	0	0	0	0	0	0
	3.8	3.25	3.74	3.83	3.5	2	3.3	3.3
	10.3	9.55	10.04	11.5	11.5	10	11.4	11.4
red/Tenure	1,499	1,842	1,471	1,342	1,694	2,192	2,039	
(IOR)	0	0	0	0	0	0	0	
	1,536	1,662	1,635	1,684	1,173	964	1,317	
	3,035	3,504	3,106	3,026	3,867	3,156	3,356	
red/Tenure	230.62	92.38	233.49	253.21	1.75	274.00	251.67	
(IOR only)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	404.21	11.38	437.17	439.69	335.14	482.00	399.09	
FTE	294.66			331.43				
(optional)	66	63	73	78	82	78	64	
rs	50	0	83	87	89	85	92	
	0	0	0	0	0	0	0	
rtif	0	0	0	0	0	0	0	
	0	0	0	0	0	0	0	
(optional)	49	60	60	66	56	70	65	
rs	166	119	119	119	115	121	110	
	0	0	0	0	0	0	0	



W. Frank Barton School Of Business

Program Review

For The Entrepreneurship Major

2002 - 2008

WICHITA STATE UNIVERSITY

KANSAS BOARD OF REGENTS PROGRAM REVIEW

a) *Centrality of the program to fulfilling the mission and role of WSU*

Mission and Objectives of the Program

The mission of the University focuses on providing comprehensive educational opportunities in an urban setting, through high quality teaching, research and public service. The Entrepreneurship program within

a major corporation; and the Business Heritage series, books written to highlight the achievements of individuals or companies which have made significant contributions to the region or state.

Teaching: The Entrepreneurship program features faculty who also teach in the Management Major

[REDACTED]

Recent hires for all areas have required a secondary area in either International Business or Entrepreneurship (to support the Barton School mission of the global entrepreneurial marketplace). The quality of teaching in the Entrepreneurship is supported by the multiple nomination of one of the faculty

[REDACTED]

b) The quality of the program as assessed by the strengths, productivity, and qualifications of the faculty

Faculty teaching in entrepreneurship hold degrees from the following universities:

- Texas Tech University
- University of Memphis
- University of Oklahoma
- University of Utah
- Washington State University
- Wichita State University (MS)

The faculty have areas of research specialization and / or interest in: strategic management and

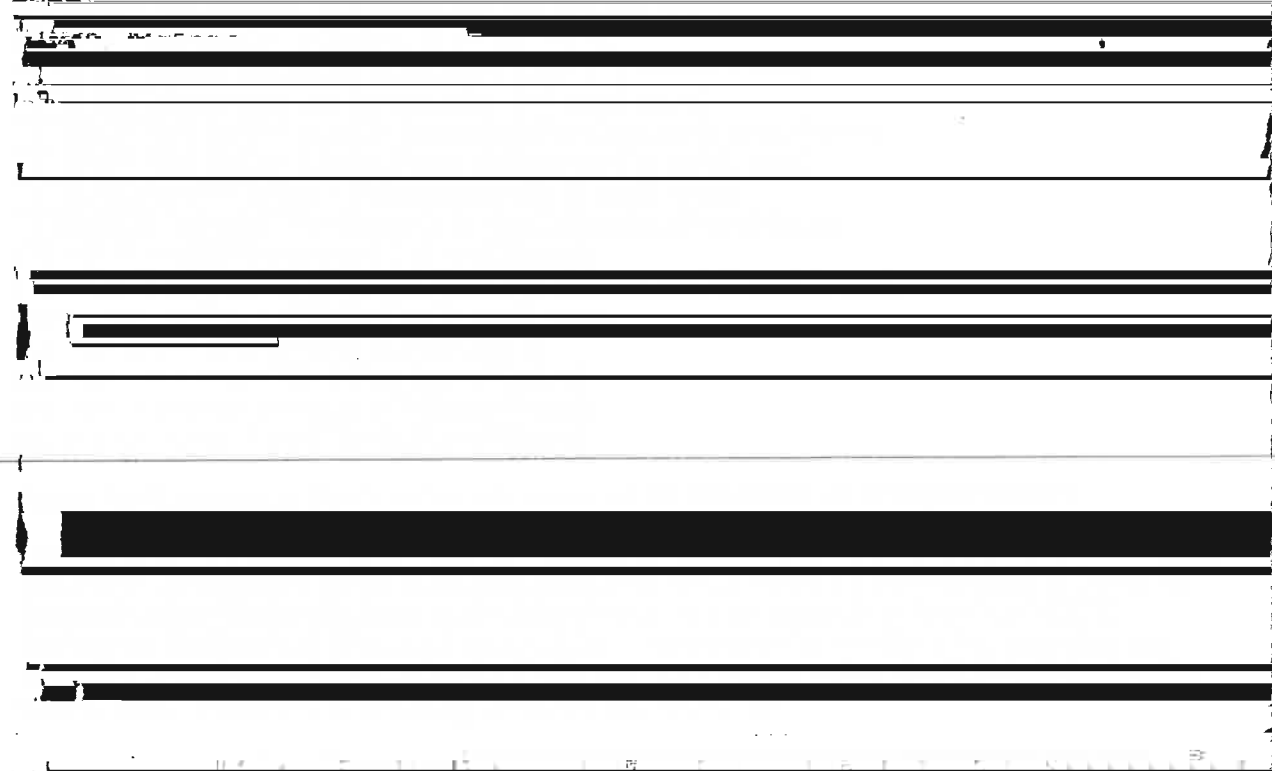
orientation, innovation, creativity, opportunity identification, entrepreneurial teams, strategic

leadership, family business, franchising, customer relations, growing the firm, small business performance and growth, corporate entrepreneurship, international entrepreneurship, financial analysis, and business valuation.

The publication outlets of the faculty are provided above.

c) The quality of the program as assessed by the curriculum and the impact of the curriculum on the students

BLAW 636 Law of Business Associations (3 credit hours)
ENTR/MKT 403 Marketing Research (3 credit hours)

A table with multiple rows and columns, where the content is almost entirely obscured by thick black horizontal bars. Only a few faint lines of text are visible at the top and bottom of the redacted area.

ENTR 481 Cooperative Education (1-3 credit hours)

A table with multiple rows and columns, where the content is almost entirely obscured by thick black horizontal bars. Only a few faint lines of text are visible at the top and bottom of the redacted area.

Student teams consisting of 1 to 5 members from any 4 year college or university from Kansas are encouraged to enter. The only requirements are that all the team members must be currently enrolled as

[REDACTED]

of three rounds. After entering the competition, each business plan will first go through the Screening Round in which a group of judges read and evaluate the plans. The top 16 teams will proceed to the Trade Show. This round takes on a trade show format where each team sets up its own booth to attract visitors, among whom will be the judges for this round. All visitors are free to walk around the trade show room and talk to different teams. Each judge is to decide how much of a fictitious \$10,000 investment fund will go to each team by the end of the round. There will be eight teams that rise from the Trade Show and will be eligible to compete in the Semi-Final and Final Round. There are two stages on the final day

[REDACTED]

f) The program's cost effectiveness

The Entrepreneurship courses while smaller in enrollment at the upper division level, are very cost effective considering the high SCH per FTE.

Summary:

The Entrepreneurship major is a highly visible major which provides a rather unique educational experience for students. It is closely integrated into the local entrepreneurial community and its faculty are engaged in the community both locally and globally.

Statistical Overview

The data below for 2002 - 2008 was prepared by the Office of Institutional Research at WSU



The table contains data for the years 2002 through 2008. The content is almost entirely obscured by black redaction bars, with only a few faint characters visible in the first column of the first few rows.

STATE UNIVERSITY

REVIEW - *FISCAL YEAR 2002-2008

Part I: Part A and Part F are based on the fall semester in the fiscal

Part II: Part A and Part B based on the fall semester in the fiscal

DISCIPLINE	DESCRIPTION	YEAR						
		2002	2003	2004	2005	2006	2007	2008
Part A: Academic Expenditures	1. Salaries/Benefits	\$846,222	\$832,082	\$859,931	\$775,573	\$1,028,629	\$1,092,902	\$1,026,273
	2. Other	\$19,454	\$16,089	\$9,103	\$15,764	\$9,014	\$9,437	\$9,175
	3. Total	\$865,676	\$869,034	\$869,034	\$791,337			\$1,035,448
Part B: Student Instruction	1. Lower Division	843	990	361	213	183	207	219
	2. U	5,051	5,123	5,571	6,044	6,068	6,160	6,616
	3. Masters		399	525	288	270	339	450
	4. Doctoral	0	0	0	0	0	0	0
	5. Total							
Part D: Percentage of Total SCH taken by:	1. Their Undergraduate Majors	21.7	18.1	20.1	19.1	20.9	25.9	24.2
	2. Their Graduate	0	0	0	0	0	0	0
	3.	78.3	81.9		80.9	79.1		75.8
Part E: Departmental	1. Tenured/Tenure Track Count	7	6	7	5	8	8	8
	2. Tenured/Tenure Track with Terminal	7	6	6	4	7	8	8
	3. Total Tenured	6	5	5	5	6	6	7
Total Instructional Faculty FTE in Department		11	10	10	8	11	9	9

Section I: Part F: Actual Instructional FTE

	3	6.3	5.3	8	8.1
2a. Tenured/Tenure Track of Record	0	0	0	0	0
2b. Not on Record	0	0	0	0	0
3. Other Instructional FTE	3.25	3.74	3.83	3.5	3
4. Total Instructional FTE	10.3	1	9.13	11.5	11
5. SCH generated by Tenure Track			1		39
6. SCH generated by Other	0	0	0	0	0
7. Total SCH generated by Other	1			173	187
8. Total SCH		31	3		186
9. Average SCH per Tenure Track (IOR)	230.62	233.49		211.75	187
10. Average SCH per Other (IOR)	0.00	0.00	0.00	0.00	0.00
11. Average SCH per Other (SCH per FTE)	404.21	437.17	439.69	335.	290.09
Total	294.66	309.36	331.43	315.60	291.34

Women/Sophomores	73	78	82	78	73	64
Srs., 5th Year Majors	66	83	89	85	92	92
Others	0	0	0	0	0	0
Prof / Specialist / Certif.	0	0	0	0	0	0
Total	66	83	89	85	92	92
1. Average ACT Composite	22.4	22.9	23.6	22.9	23.2	23.2
ACT	12	12	16	12	12	12
ACT	34	34	32	31	31	31
Number Reporting an ACT	40	57	70	69	73	73
Percent	80.00%	68.67%	78.65%	79.31%	79.35%	79.35%
Graduate	0	0	0	0	0	0
Graduate	17	24	31	34	4	4
Prof / Specialist /	0	0	0	0	0	0
Graduate	0	0	0	0	0	0
Graduate	0	0	0	0	0	0

7	5	8	8	8	7.2
6	4	7	8	8	6.6
5	5	6	6	7	5.8
10	8	11	9	9	7.14
6.3	5.3	8	8	8.1	0
0	0	0	0	0	0
0	0	0	0	0	3.274
3.74	3.83	3.5	2	3.3	10.414
10.04	9.13	11.1	10	11.4	1747.5
1471	1342	169	2192	5	0
0	0	0	0	0	1354.6
1635	1684	117	964	1317	
1499					

3106	026	286	3156	3355.5	1
1917.22	78.96	1509.31	1509.81	1491.17	
2666.04	03.39	2848.36	4985.50	0.00	741.40
2196.17	15.06	1917.35	2204.95	1934.17	0.00
\$859,931.00	1,573.00	\$1,028,629.00	\$1,092,901.58	\$1,026,272.82	33.54
\$9,103.00	764.00	\$9,014.00	\$9,437.03	\$9,175.00	56,661.48
\$869,034,0848,171.0	1,337.00	\$1,037,643.00	\$1,102,338.61	\$1,035,447.82	0,498.61
361	213	18:	207	219	57,160.09
5571	5044	6063	6160	6616	236.6

6091.8

400

399

525

288

270

339

450

374.4

0

0

0

0

0

0

0

0

6294

6512

6457

6545

652

6706

7285

6702.8

21.7

18.1

20.1

19.1

20.1

25.9

24.2

22.04

0

0

0

0

0

0

0

0

78.3

81.9

79.9

80.9

79.

74.1

75.8

77.96

6	7	8	8	8	8	8	8
6	6	8	8	8	8	8	8
6	6	8	8	8	8	8	8
5	6	6	6	7	7	7	7
11	10	19	19	9	9	9	9
6.3	6.3	8	8	8.1	8.1	8.1	8.1
0	0	00	00	00	00	00	00
0	0	00	00	00	00	00	00
3.83.25	3.74	2	2	3.3	3.3	3.3	3.3

