

PROGRAM REVIEW REPORT SUMMARY

- 1. Reporting Institution:** Eastern Illinois University
- 2. Program Reviewed:** 52.1401 B.S.B in Marketing
- 3. Date:** January 20, 2021
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5. Overview

The B.S.B. in Marketing is one of six business majors offered in the School of Business at Eastern Illinois University. Students develop a foundation in marketing knowledge, skills, and critical thinking through the marketing major that prepares them for entry-level jobs and graduate study in marketing or business. The marketing program further provides required and elective courses in the Masters of Business Administration, other Business majors, Business Administration minor, Marketing minor, and interdisciplinary minors in Advertising and Entrepreneurship. Moreover, marketing courses have been popular among non-business majors such as Public Relations, Sport Management, Hospitality and Tourism, and Fashion Design and Merchandising. As a result, the marketing program contributes to the broader objectives of the School of Business and the University. All programs in the School of Business are accredited by AACSB International, the premier accrediting body for collegiate schools of business. AACSB Accreditation is the hallmark of excellence in business education and has been earned by less than five percent of the world's business programs.

The University strives to offer a community that is "committed to diversity and inclusion and fosters opportunities for student-faculty scholarship and applied learning experiences within a student-centered campus culture." Likewise the School of Business' focus is to 'strengthen a culture focused on student learning, critical thinking, and personal discovery; provide collaborative learning experiences that connect students with faculty, business, alumni, and community partners; and pursue business research and service activities for faculty that enhance professional development and student learning.

These ideals are the primary drivers for all academic processes engaged in by the marketing discipline. On completion of the marketing program, marketing majors will demonstrate the ability to: 1) use marketing terminology and concepts appropriately in marketing decision making; 2) identify, analyze, and evaluate market segments; 3) think critically (university goal) by implementing and modifying a marketing plan that requires analysis of market research, changing market conditions, and reaction to competing groups' marketing tactics; 4) speak and write effectively; 5) understand global responsibility (university goal) through identification and action on ethical decision-making; 6) apply mathematics to calculate a pricing chain typically used in a channel of distribution; 7) understand global responsibility (university goal) through identification and action on ethical decision-making.

Moving forward, EIU's marketing program faculty and administrators expect to serve stable student enrollments while experiencing continued constrained resources. Recent University efforts to increase enrollment are expected to yield slow but steady growth. We recently added a tenure-track faculty member but still need more faculty to cover core marketing courses along with a full complement of marketing electives. Meanwhile, faculty are engaged in professional development activities leading to further advances in teaching effectiveness through collaborative and integrated learning experiences.

6. Major Findings and Recommendations

a. Description and assessment of major changes in the program/discipline context

During the past several years, the digital impact of the internet and, more recently, social media have continued to shape and re-shape the field of marketing. Such technology innovations significantly impact the way firms manage the relationship between themselves and their product-markets. Changes that have affected the discipline most dramatically can be seen as promotion and communication (social media), market research applications (online surveys), segmentation/targeting (through behavior and psychometrics), and marketing analytics (through the availability of big data).

With over 100 majors, the marketing program has been a consistently strong major in Eastern Illinois University and the School of Business. Students from other majors and minors such as communication and journalism, fashion merchandising and design, sports management, and public relations routinely take marketing courses in co-curricular programs. Additionally, the marketing area has been instrumental in providing

support for the Entrepreneurship Minor which is housed in the School of Business. Marketing faculty resources have been used to teach courses and help lead the minor.

Students majoring in Marketing at EIU are employed in e-marketing, sales, pricing, marketing research, advertising, logistics, and supply chain management. The outlook for employment in marketing fields is strong, as reported in the *Occupational Outlook Handbook* by U.S. BUREAU OF LABOR STATISTICS (<http://stats.bls.gov/ooh/>). For example, the employment of 'marketing research analysts' is expected to grow by 18% (Much faster than average) between 2019-29, and employment of marketing managers and sales engineers should increase by 6% (faster than average) in the same period. Employment in other areas of marketing is expected to grow about as fast as average, including advertising, promotions, and sales managers (about 4%). According to the American Marketing Association, "Employers across the U.S. are eager to hire professionals who can contribute to their customer experience and digital marketing initiatives."

Salary data for select marketing occupations is provided in the table below.

Table 1: Salary data for select marketing occupations

Job Title	25th	50th	75th	95th
Chief Marketing Officer	136,500	165,500	199,500	250,750
Vice President of Marketing	122,750	146,500	174,250	221,000
Marketing Director	88,250	109,000	127,500	158,000
Marketing Coordinator	42,250	51,000	59,250	73,750
Marketing Analytics Specialist	54,250	69,250	87,750	107,500
Digital Marketing Specialist	47,750	58,000	66,250	94,000
Brand/Product Manager	72,750	90,500	105,000	132,750
Market Researcher	52,500	62,750	80,250	100,000
Social Media Specialist	43,500	52,000	62,750	83,250
Email Marketing Specialist	46,750	56,000	66,750	84,750

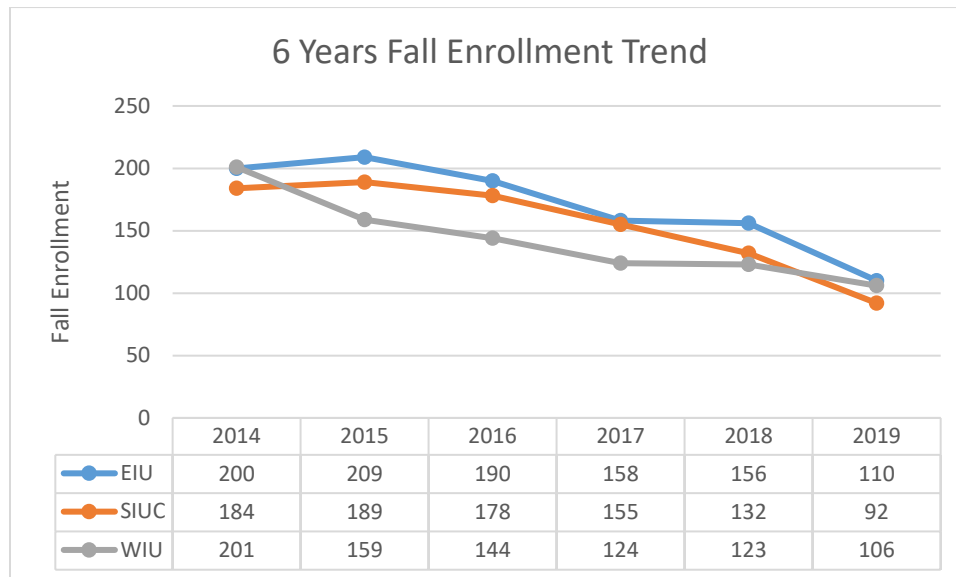
Source: The Creative Group 2019 Salary Guide

Data provided by EIU's Career Services indicate that marketing graduates are successful in finding appropriate employment after graduation. According to data from the EIU career services survey, 100% of the marketing graduates in 2018-19 reported that they were employed (with an average salary of \$46,333) or in graduate school within six months of graduation. This exceptional result is a signal of the quality of the education that is offered by the marketing and business faculty as well as other supporting services to our students. Also, it reflects on the employers' trust in our graduates.

Regarding student enrollment, the marketing discipline has accounted for about 24% of undergraduate student enrollment in the School of Business during the last five years. During that same period, marketing majors have represented about 3.1% of EIU undergraduate enrollment. During the last decade, for various reasons, our enrolment has been declining, along with those of the School of Business and the EIU However, the University and School have redoubled recruitment efforts, and the enrollment seems to become stable and may increase in the near future.

While our student enrollment is a noticeable concern, it remains competitive and in line with our peer programs in the state. Table 1 demonstrates EIU's enrollment figures closely mirror in size with the marketing programs of Southern Illinois- Carbondale and Western Illinois University.

Table 1: Marketing Student Enrollment at similar Institutions



b. Description of major findings and recommendations, including evidence of learning outcomes and identification of opportunities for program improvement.

Both at the University and School-level assurance of learning reports indicate that marketing students engage at a deep level and with a high degree of understanding in marketing thought and theory. In an effort to measure learning outcomes, the Marketing faculty engage in a number of assessment activities to measure stated learning objectives.

1. **Critical Thinking:** Students question, examine, evaluate and respond to problems or arguments. To assess this learning goal, rubrics develop by faculty are used in two core marketing courses (MAR 4700 and MAR 3720) each year. We expect 70% of our

students score at satisfactory or superior levels. In the most recent two years, 2019-20, the results met expectations, and 85% of our students demonstrated satisfactory or superior performance.

2. **Critical Writing and Research:** *Students write critically and evaluate varied sources.* The Writing rubric and the General Business Research rubric is used to measure this item in MAR 4700 term project, and we expect 70% of our student score 70% or higher. Our data shows that 95% of the students scored above 70%, and therefore this goal was met in 2019-20.
3. **Speaking and Listening:** *Students prepare, deliver, and critically evaluate presentations and other formal speaking activities.* A presentation rubric by the EIU School of business has been used to measure students' skills in their presentations in MAR 3875 and MAR 4470. We expect 70% of our students score 70% or higher. Although some of the data points are not collected in 2020 due to COVID-19 pandemic restrictions, our collected data demonstrated that 82% of the students scored 70% or above in 2019-20.
4. **Quantitative Reasoning:** *Students produce, analyze, interpret, and evaluate quantitative material.* A rubric has been developed recently to measure this learning objective, and the faculty began to collect data from fall 2020. We expected 70% of our students to score 70% or higher, but only 68.4 of them scored at this level.
5. **Marketing Knowledge:** *Students use marketing terminology and concepts appropriately in marketing decision making.* A 50-item, multiple-choice exam on common marketing concepts, developed by the marketing faculty, is administered each semester in MAR 4700. Our expectations are such that 70% of the students will score 70% or higher on the exam. In the most recent two years (2019-20 excluding fall 2020 because the university switched to completely online instruction after the Thanksgiving Break as a result of the COVID-19 pandemic) 68.2% of the students scored 70% or higher.
6. **Responsible Citizenship:** *Students make informed ethical decisions based on an understanding of the interaction between marketing and society.* The marketing faculty has decided to keep this goal as a qualitative objective. Although in the last year, we saw some decline in student engagements due to COVID-19 pandemic restrictions, the faculty believe students' engagement in being a responsible citizen of the campus community has been above the satisfactory level.

c. Description of actions taken since last review, including instructional resources and practices, and curricular changes.

Since the last review, we have made several key changes that focus on our instruction resources and practices, and curriculum. First, despite losing several faculty members

due to the state budget crisis, we have successfully retained the quality and quantity of our course offerings and searched and replaced one doctoral-qualified tenure-track faculty and an annually contracted faculty. Today, the faculty consists of two tenured, one tenure-track, and two annually contracted faculty members. Continued devotion of resources toward qualified faculty ensures a high-quality experience for our students. Second, we constantly update our curriculum and offerings to accommodate the needs of our students and the job market. For example, we added MAR 3560, Social Media Marketing, to address the emerging needs of businesses and students' interests. Also, we developed the Marketing Minor program for non-marketing majors, and the BUS 3100 Survey of Marketing Principles course for non-business majors who need to develop basic marketing skills. Third, the inclusion of integrative learning activities has been made to better reflect the holistic approach to learning and demand from employers. The marketing faculty have constantly updated their knowledge of the domain and their relationship to the industry to provide the most up-to-date content with new experiential learning methods for the students. They support students' engagements through activities such as field trips, participation in local and national collegiate conferences and competitions, and student clubs.

d. Description of actions to be taken as a result of this review

The last IBHE marketing program review resulted in the above curricular changes that were implemented over the past eight years. Similarly, after the current review, this program continues to monitor the students, community, and industry needs and makes every effort to accommodate them as much as possible. As a result of our assessment process and consistent with the current market trends, there will be a focus on continuing to develop our curriculum in the digital marketing, analytics, and professional selling areas. This will be realized by modifying the content of our current courses and offering new marketing courses. In line with the School of Business and the Lumpkin College of Business and Technology, we enhance our student engagement and outreach activities to strengthen students' enrolment, retention, and learning quality.

7. No Institution-Assigned Issues

8.1 Decision

Program in Good Standing

Program Flagged for Priority Review

Program Enrollment Suspended

8.2 Explanation

The program meets and exceeds IBHE APEER benchmarks and is in “good standing”. While a decline in students is noted (and fully consistent with peer trends as it relates to marketing programs), the major is compliant with IBHE guidelines and critical benchmarks. As the report demonstrates, the assessment of student learning and a commitment to continuous improvement (inclusive of curriculum changes) are prominent program features—which would be expected for an AACSB-accredited program. The report demonstrates a positive career outlook for degree completers. In sum, the report reflects the faculty commitment to academic excellence and the efforts of the faculty are much appreciated.

Jay Gatrell

Provost & VPAA