

Undergraduate Program Review
Marketing
2006-2007

I. Strengths

1. Stability over the most recent five year period.
2. Use of "Assurances of Learning" in evaluation process.
3. Use of placement data at graduation.
4. Professional advising.

II. Weaknesses

1. Lack of diversity of faculty (one minority member).
2. MFAT scores below national mean (though no evidence as to significance of the difference).
3. Loss of one faculty member to the System Center.

III. Recommendations

1. Suggest seeking additional ways to increase profile of MKTG program among stakeholders.
2. Program appears to be working satisfactorily, with some fine-tuning in places, as needed.
3. Subcommittee recommended unconditional continuation of this program.