

**Agenda and Evaluation Report for  
Audit & Review Face-to-Face Meeting  
University of Wisconsin-Whitewater  
Marketing Majors and Minors, 2023-2024**

This program received a “continue without qualification” result from the program review committee. Based on this result, the program chose not to meet for the face-to-face meeting and instead will review the results provided within the Department. Below is a summary of the review team results:

1. **Recommended Actions:** The evaluation report lists two recommended action (see page four) related to strategic planning and assessment.
2. **Recommended Result:** *Continuation without qualification*
  - **Please make use of the detailed comments in the evaluation report (below).**
  - **Please select all applicable boxes and fill in the appropriate year:**
    - ☒ **Next FULL self-study will be due to the Dean on May 1, 2030 and to the Assessment Office on August 1, 2030.**

\*Although the result was “continue without qualification,” the program will submit a full self-study in 2030, because the committee does not support two short self-studies for consecutive review cycles.

1) Adjourn.

*Review team report is attached below, including Recommended Actions and instructions for Progress Reports (if required).*

**University of Wisconsin-Whitewater  
Review of Audit & Review Self-Studies  
Undergraduate Programs, 2023-2024**

Date of Evaluation 11/17/2023 Short Self Study (SS\*)           

Program: **Marketing** Major ☒ Minor ☒

**Evaluations submitted by:** Katy Casey; Jolly Emrey; Edward Gimbel; Kelly Delaney-Klinger; Bill Miller

**Review meeting attended by:** Katy Casey; Jolly Emrey; Edward Gimbel; Kelly Delaney-Klinger; Bill Miller

**If the program included introductory remarks, please add any comments you have on this introductory information. (Note: Programs are not required to include introductory remarks.)**

N/A

**Recommendation #1**

Continue to engage in strategic planning to manage program growth (goals, timelines, documenting accomplishments), especially regarding the sustainability of class sizes. Work with the dean and university to develop a plan to ensure that long-term high enrollment does not have a negative impact on the program.

**Recommendation #1 Overall Evaluation (please select your choice).**

Good Progress	5
Making Progress	0
Little/No Progress	0

**Comments related to recommendation #1.**

Impressive work stopping the enrollment decline during the past few years. The program clearly takes a direct and aggressive approach to addressing the needs of students and staff. The program reported a number of successful hires that have helped reduce class sizes to manageable levels and report no more issues in this area. Of note, the report highlighted the work of one instructor in particular who worked hard to make a large, online class accessible and meaningful to students.

The program was already doing a number of to ensure students in the major/minors that they were receiving a quality education and continued to do so during the review period.

The department notes that pandemic considerations necessitated a tactical rather than strategic approach over the review period. Nonetheless the department's approach to the challenges identified in the most recent final evaluation has been largely successful as faculty hires have helped to reduce class sizes despite the department's successful attempts to reduce the enrollment impact of the pandemic.

The program has successfully hired replacements for four tenure track or academic staff positions since the last review. It also was able to hire an additional tenure-track faculty member to boost instructional capabilities. The program also decided to offer the BBA-required course, Marketing 311, in jumbo sections to reduce the instructor-student ratios of higher-level marketing courses. Those were great tactics for handling the growth in student enrollment in the program. It would be helpful to have a more formal strategic planning process for evaluating the staffing ratios as the program continues to grow enrollment. Given the current trajectory, will the department need to hire additional faculty or staff? At what point will additional hiring be necessary?

Enrollments appear relatively stable over five years included in report new/replacement faculty hired is a good sign new faculty line and hire shows program addressing class sizes... more faculty allows for potentially more and/or smaller classes corporate partners, certificates, student orgs, etc. all show program has placed importance on student engagement and success

**Recommendation #2**

Continue the good work the program currently does in assessing student learning. In future assessment cycles, determine if the data-based changes have the desired effects on student learning.

**Recommendation #2 Overall Evaluation (please select your choice).**

Good Progress	4
Making Progress	1
Little/No Progress	0

**Comments related to recommendation #2**

The report included a significant amount of information about the work of the program in continuously monitoring student learning, discussing data, and implementing strategies to address student learning needs. The SLOs are mapped to the curriculum and the program evaluated student performance on these regularly during the review cycle. The approach includes standard criteria and evaluation measures as well as the use of tools like Grammarly. I was impressed with the strategic and direct approach to addressing student knowledge and writing skills.

Again, this is a very solid program which is invested in making certain their students are learning what they should as well as achieving success.

The department has had success in implementing strategies to address weak areas identified in their assessment strategy. It will be interesting (and probably necessary) for the program to track students performance over time on the revised assessment.

The department has a very detailed assessment plan and was able to demonstrate how data from one assessment cycle influenced changes in student learning experiences. Continuing this process on a regular cycle will be very helpful for the program in its goals to develop quality marketing graduates.

Clear evidence the program uses assessment data effectively, including comparison of multiple years of assessment information to show development over time

**If the program included additional information/remarks at the end of the short self-study, please add any comments you have on this additional information. (Note: Programs are not required to include additional information/remarks.)**

N/A

**Additional comments:**

The program prepared one of the best short self-studies reports the assessment office has ever seen :) The report was exceptionally well written and provided a lot of information in a very clear and organized manner.

Congrats to the significant number of student achievements, and the support of the AMA organization - a true model of excellence on our campus.

The program has been very successful in meeting its strategic goals. It has adapted its curriculum to meet workforce development needs. It will continue to be important to manage enrollment/staffing levels to ensure that every student receives the same quality education.

Continue the great work that you are currently doing.

**Recommended actions: Please make sure recommended actions are clearly stated so the program will know what is expected.**

1. Continue to focus on strategic planning.
2. Review assessment measures to ensure that they are capturing the information that the department needs to continue to deliver quality programs that ensure student growth and success.

**Should the program be required to submit a progress report before their next full self-study?**

Yes, the program should submit a progress report by [insert due date].	0
No, a progress report is not needed.	5

**Recommended Result**

Insufficient Information in the self-study to decide; revise self-study & resubmit.	0
Continuation without qualification. Next self-study will be a shortened one focusing on the Recommended Actions from the current report.	5
Continuation with minor concerns. Progress report may be required, at the discretion of the Audit & Review Committee.	0
Continuation with major concerns in one or more of the four areas. Submit progress report(s) addressing the concerns as directed by the Audit & Review Committee. Progress reports must be submitted to the College Dean, Associate Vice Chancellor for Academic Affairs, and the Audit & Review Committee.	0
Non-continuation of the program.	0