

OKLAHOMA STATE REGENTS FOR HIGHER EDUCATION

2004 – 2005

ACADEMIC PROGRAM REVIEW

BACCALAUREATE, MASTERS & DOCTORAL DEGREES

OKLAHOMA STATE UNIVERSITY

Marketing- B.S.

Title of unit or degree program reviewed (Level III)

With options (Level IV) in: _____

Bachelor of Science of Business Administration –
Major in Marketing

Degree designation as on diploma (Level II)

BSBA

Formal degree abbreviation (Level I)

Degree-granting academic unit Spears School of Business 304

(Name)

(Cost Center)

CIP code 5 2 1 4 0 1

HEGIS code 0 5 0 9

Instructional Program code 1 3 9

Name of department head Joshua L. Wiener

(person who oversees degree program listed above)

Program holds specialized accreditation from _____

Name and title of contact person Joshua L. Wiener

(Name)

Carson Professor and Head

(Title)

Date of Institutional Governing Board Review: _____

President _____

(Signature)

Date: _____

Executive Summary


The department is both effective and efficient. It includes scholars who head national academic organizations, chair national academic meetings, publish in the very best journals, and win national educator of the year awards. It includes faculty members who are central to the state's effort to expand international trade, improve the health of its citizens, and transform technical ideas into commercial products. Over the past five years number of graduates has grown by 28%; number of majors has grown by 19%; and number of student credit hours taught has grown by 45%. In constant dollars the cost per credit hour has declined 23%. To give perspective, the number of marketing graduates in 2003-04 was 256. This was the highest in the university; the second place department graduated only 160 majors.

The department receives woefully inadequate resources. In 2003 full professor salaries were 84% of the Big-12 average; associate professor salaries were 92% of the Big-12 average; and assistant professors were paid the Big 12 average. Support for travel, data collection, et al. is inadequate for our goal of improving the department's ranking from a top 50 program to a top 25 program. The nominal dollar levels provided to the department have not changed for a decade.

In sum, the Marketing Department is performing extremely well despite inadequate resources. Student credit hour production and the department's national reputation have increased dramatically while faculty number and salaries have languished.



Dean's Signature



Date

OVERVIEW

A. Description of the Departmental/Program Review Process

Meetings were held with senior members of the department and members of the executive committee. Data provided by central administration was reviewed and errors were noted. Corrected (not perfect) data from central administration was received. A draft document was prepared by the department head. The draft was circulated to all members of the department. Formal and informal discussions ensued. A second draft was prepared. Consensus was reached.

B. Recommendations from Previous Program Reviews

1) Increase the interaction between full-time faculty and undergraduate students. This will be accomplished by increasing the undergraduate SCHs taught by full-time faculty, and by increasing out-of-class contacts.

Full-time faculty-student interaction has been increased by increasing the number of small (under 40) courses taught by full-time faculty. These courses include both electives and required senior level courses. However, due to the combined effects of increased student demand and decreased faculty resources the overall full-time faculty to student ratio has not improved.

2) Review the undergraduate curriculum, identify areas where changes are required and implement those changes.

The undergraduate curriculum was reviewed and revised. The revised curriculum allows students to select marketing courses that better meet their professional goals.

3) Expand the number of undergraduate students receiving "internship" credit.

A formal internship course was created. A formal system for pre-approving internships was created. A workshop for nonprofits interested in interns was held.

4) Establish procedures to better assist and monitor career placement.

There have been extensive improvements at the school level. Compared to five years ago when there was no Career Services function, the Spears School of Business has developed an aggressive service for students at both the undergraduate and graduate levels. Approximately 500 square feet of office space on the first floor of the Business Building has been renovated at a cost of over \$25,000 to provide office space for career counselors who serve undergraduate students. Two full-time career counselors have been hired, and they are assisted by six part-time student employees. The Career Services function is supported by a budget of \$135,000 per-year. At the graduate level, space in the administrative

offices of the MBA and MSTM programs has been dedicated to a Career Services function to assist graduate students. A full-time career counselor is assisted by two part-time graduate assistants who work with all master's-level students. This function is supported by an annual budget of \$70,000 per year.

5) Increase the number of "quality" research manuscripts by the faculty (i.e., enhancing the department's image and reputation).

There has been a significant increase in the number manuscripts published in the very best marketing journals. Between 2002 and 2005 five current faculty members have published five papers in one of marketing's top three journals (*Journal of Marketing*, *Journal of Marketing Research*, or *Journal of Consumer Research*).

6) Strive to keep students and faculty abreast, with access to, the latest in technological innovations.

Responding to technological changes is a school level activity. The twelve classrooms under SSB control have projector units, computers, internet access, et al. However, most classes are taught in other rooms, and these rooms often have nothing. Faculty hardware and software is replaced every couple years.

7) Successfully achieve reaccreditation by the American Assembly of Collegiate School of Business (the national accreditation body).

The school was reaccredited.

CRITERION I

Program Centrality

A. Goals and Objectives of Degree Programs

Degree Program: The department of marketing offers only a BS in marketing. The department also administers the BS in International Business.

The program clientele on the Stillwater campus is composed predominately of full-time traditional students. The program clientele on the Tulsa campus is evolving. Initially, the clientele was dominated by part-time, nontraditional students. Most students are transfer students, in particular community college transfers.

The program's objectives and expected outcomes reflect both the professional nature and diversity of the marketing field. The effective marketing executive must develop a perspective and capabilities that reflect a four dimension plan of study: (1) a liberal education in the sciences, humanities, behavioral and social sciences, mathematics, and communication; (2) an adequate knowledge of the

functional areas of business; (3) a high level of competency in marketing; and (4) communication, team-work, analytic, and leadership skills.

B. Linkage of the Program to Institution's Mission

The importance of marketing to OSU's mission is illustrated in a variety of ways. Over the last five years marketing has ranked consistently in the top five departments in the university in the number of undergraduate majors. Additionally, marketing has been in the top three majors in the number of annual bachelor degrees granted with an average of 227 over the review period. These data are consistent with society's job requirements. The department participates heavily in the Master of Business Administration (MBA) program, one of OSU's largest masters programs. We provide three required courses and a variety of elective courses on all three delivery options – on-campus, OSU Tulsa, and distance. The Ph.D. in Business Administration with a major in marketing was established in 1970. We have 12-17 Ph.D. students at any one time with 2 or 3 graduates per year.

The marketing department supports the land grant role. Knowledge generated by faculty and students has been disseminated to various publics in many states and countries through publications, teleconferences, presentations, seminars, etc. Using data from the Office of Executive and Professional Development alone, the department averages 30-40 presentations per year with over 1000 program participants. In addition, the department provides leadership to the university's and state's international efforts.

The department supports the university's research mission. The department is nationally recognized for the scholarship of its faculty. During this time period 5 current faculty members published papers in one of marketing's top four journals. Faculty members have held the top leadership position in major international organizations such as the American Marketing Association and Society for Consumer Psychology. Faculty members have chaired international conferences such as the Marketing and Public Policy Conference, Direct Marketing Conference, and Corporate Reputation Conference. In addition to academic research the department has significantly increased its level of external grants and contracts over the past five years.

The department contributes to the university's mission of advancing Oklahoma's economic development and the well being of its citizens. It does so by providing an educated work force. It does so through its outreach activities. It does so through the work of faculty who are actively engaged in promoting exporting by Oklahoma companies; transforming the ideas of Oklahoma inventors into commercial products; and evaluating the marketing initiatives of Oklahoma health agencies. The efforts of one of our faculty members to promote Oklahoma's international development was nationally recognized when he was given the 2005 Excellence in Teaching Award by the University Continuing Education

Association (the largest and most important continuing education organization in the nation).

CRITERION II

Program Curriculum and Structure

A. Program Structure

The program is designed to allow a student to select courses that meet the student's personal educational and professional aspirations. The required courses ensure that the student will meet the objectives discussed in section I. The current degree requirement sheet is attached.

B. Distance Education

No distance courses are offered at the undergraduate level.

C. Articulation Agreement

The Regent's mandated articulation matrix follows. The Schools has specific agreements have been made with the primary feeder Community Colleges.schools. In addition, a transfer option plan for students attending TCC was developed. It is attached.

D. Multidisciplinary Programs

The director of international programs and administrator of the international business degree is an active member of the marketing department. The department supports the multidisciplinary School of International Studies by teaching one of the five core courses in that program. Additionally, one of our faculty sits on that School's program committee.

CRITERION III

Program Resources

A. New facilities and major equipment

Facilities are managed at the school level. From the department's perspective the most significant change has been the addition of a behavioral lab.

B. Academic and administrative efficiencies

The department has enhanced its academic efficiency (a 22.8% decline in cost per SCH in constant dollars) by using more adjuncts, and retaining under paid faculty members. In addition, it has enhanced its overall level of scholarship (academic and funded), and national reputation despite declining resources. It has done so

by creating a culture where people enjoy working and want to achieve for the sake of achievement.

The department has increased its administrative efficiency. There has been a significant increase in administrative demands due to the development and growth of the undergraduate degree program in Tulsa, need to hire more adjunct faculty, and increased demands for reports and plans. There has been a decline in administrative support resources due budget cuts. Since the work gets done we must be more efficient. The strategy is to find people willing to do more for less.

C. External funding

As noted in the academic report card, external funding increased over 1000% during this time period Over this time period two funding significant funding relationships have been developed. One is related to promoting the health of Oklahoma’s citizens and the other is related to helping Oklahoma inventors transform their ideas into commercial products. Between FY 01 & FY04 the department was awarded\$484,507 for health related research projects. In FY04 the department received \$20,918 for new product research.

**CRITERION IV
Productivity**

A. Number of majors (headcount), student credit hours, and average time to graduation.

Over the past five years head count has increased 19.2% to 583 in 2004. Student credit hours have increased 39% at the undergraduate level (to 8,342 in fall of 2004) and 53.6% at the graduate level (to 940 in 2004). The average time to graduation has remained stable (at 8.6).

	2000	2001	2002	2003	2004
Headcount					
Undergraduate	478	484	549	585	570
Graduate	0	7	12	9	13
Professional	0	0	0	0	0
Total	478	491	561	594	583
Minority	81	86	99	115	125
Non-Minority	397	405	462	479	458
Retention/Graduation Rates No. of Full-time Semester	0	8.6	8.4	8.3	8.6
Semester Credit Hours -- State Funded					
Undergraduate	6,002	7,338	8,114	8,524	8,342
Graduate	612	593	820	897	940
Professional	0	0	0	0	0

Total	6,614	7,931	8,934	9,421	9,282
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B. Faculty ratio and class size

The department's plan is to match class size to pedagogical goals. Large lecture classes are becoming larger and the resources freed up are used to create more smaller (under 35) classes. Note the proportion of courses under 20 is very sensitive to the number of graduate courses offered. In spring 2005 the proportion of courses under 20 are: 2/58 undergraduate; 2/9 masters; and 1/1 Ph.D. seminar. The undergraduate courses include a special project class and a senior level research class in Tulsa that has 18. Note, the official student-faculty ratio reported below is wrong because the faculty head count includes unfilled positions.

	2000	2001	2002	2003	2004
Class Size					
% of classes < 20	6.1%	4.8%	10.2%	10.9%	10.9%
% of classes > 50	42.4%	45.2%	42.9%	47.8%	32.7%
Student Faculty Ratio	32.8	27.8	29.6	29.3	28.7

C. 5 year average number of degrees conferred and majors

The department's production of baccalaureate and Ph.D. degrees exceeds the OSRHE standards.

	Code	1999-00	2000-01	2001-02	2002-03	2003-04	AVG					
Marketing - BSBA	451	195	209	218	259	256	227.4					

**CRITERION V
Quality**

A. Program faculty qualifications

All individuals who teach are more than qualified to perform their academic duties. Our adjunct faculty hold or have held very responsible positions in the fields that they are teaching. For example, sales courses are taught by experienced sales managers, and international marketing (in Tulsa) is taught by a former director of the State of Oklahoma's Department of Commerce International Trade Division. All graduate courses are taught by regular faculty who are currently making intellectual contributions as defined by AACSB. All faculty teaching and directing Ph.D. students make discipline-based intellectual contributions.

CBA Faculty	Faculty Status	FTE	Degree/Date	Field	Year of Hire	Indicators of Intellectual Contributions Jan 1, 00-Dec 31, 04:					
						Learning/ Pedagogical		Contributions to Practice		Discipline-Based	
						PRJ	OIC	PRJ	OIC	PRJ	OIC
Marketing											
J. Wiener	Regular	1.00	1980 Ph.D.	Economics	1983				6	1	15
T. Arnold (OSU-T)	Regular	1.00	2001 Ph.D.	Marketing	2004					10	8
T. Brown	Regular	1.00	1994 Ph.D.	Marketing	1997		1			7	25
G. Chakraborty	Regular	1.00	1991 Ph.D.	Marketing	1991					16	25
X. Fang (OSU-T)	Regular	1.00	2004 Ph.D.	Marketing	2003					3	6
G. Frankwick	Regular	1.00	1991 Ph.D.	Marketing	1990				5	15	13
J. Hromas	Regular	1.00	1982 Ph.D.	Marketing	1984						
J.R. Lumpkin	Regular	1.00	Ph.D.	Marketing	2000	2	4		45	1	17
L.L. Manzer	Regular	1.00	1974 Ph.D.	Marketing	1973				200+		
M. Mason	Regular	1.00	2001 Ph.D.	Marketing	2001					4	6
S.J. Miller	Regular	1.00	1967 Ph.D.	Marketing	1971		4		25	3	
J.C. Mowen	Regular	1.00	1977 Ph.D.	Exp.Soc.Psy	1978				1	20	33
K. Flaherty-Pappas	Regular	1.00	2000 Ph.D.	Marketing	2001					11	3
A.S. Sukhdial	Regular	1.00	1989 Ph.D.	Marketing	1998					3	
T. Suter (OSU-T)	Regular	1.00	1997 Ph.D.	Marketing	2001	1	15		6	12	23
K. Voss	Regular	1.00	1998 Ph.D.	Marketing	1999					10	
J. Cagley (OSU-T)	Adjunct	0.25	1971 Ph.D.	Marketing	2004						
K. Chambers (OSU-T)	Adjunct	0.25	1982 M	Intl MGMT	1999						
L. Coleman (OSU-T)	Adjunct	0.25	1986 MBA		2002						
M. Drummond (OSU-T)	Adjunct	0.25	1997 Ed.D.	Educ Admin & Higher Ed	2001						
J. Gee	Adjunct	0.25	1997 B.S.	Finance	2003						
M. McWherter	Adjunct	0.50	1997 MBA		2002						
J. Riley (OSU-T)	Adjunct	0.50	1954 MBA		2002						
J. Shaffer (OSU-T)	Adjunct	0.25	2004 MBA		2004						
R. Wergin	Adjunct	1.00	1991 MBA		2001						

B. Evidence of regional/national reputation and ranking

Individual faculty member have received national recognition. Current faculty members are (or have been over the past five years) President of the Society for Consumer Psychology, Direct Marketing Education Foundation Educator of the Year, Chair of the Corporate Reputation Association, and Chair of the American Marketing Association's Marketing and Public Policy organization.

C. Scholarly activity

The most significant change has been an increase in both major publications and the chairing of national conferences.

D. Assessment of student achievement of expected learning outcomes for each degree program

A college level committee is responsible for student assessment. Senior students are asked questions. A battery of questions are asked. The items use a 4-point scale. The department's key expected outcomes are listed below. The verbal interpretations are the words used in the official report.

Key Expected Outcome	Method used to assess this outcome	Years this assessment conducted	No. of grads/number assessed & response
1. Positive overall evaluation of experience.	Still choose to major in the CBA at OSU item in battery.	2000 2001 2002 2003 2004(?)	78 3.27/4 (probably yes)
2. Ability to apply marketing concepts.	Apply theories or concepts to practical problems or new situations item in battery.	2000 2001 2002 2003 2004	78 2.99/4 (quite a bit)
3. Ability to synthesize information from diverse sources.	Synthesizing and organizing ideas, information, or experiences item in battery.	2000 2001 2002 2003 2004	78 2.15/4 (quite a bit)

The results of these items as well as other items included in the assessment instrument suggest that the department is providing a reasonable marketing education. However, when scores are compared to the OSU average there is an implication that the department should provide students with the opportunity to take more small classes taught by tenure-track faculty members. To reach this goal the department has tried to move towards bimodal class sizes. This strategy is intended to increase the number of small sections. The primary barriers to this strategy are an inadequate number of adequate large lecture rooms and too few tenure-track faculty members. Both of these barriers reflect choices made by powers far beyond the influence of the department.

E. Feedback from program alumni/documentated achievements of program graduates

An alumni survey is conducted every two years by the school. The results of the most recent survey (2002) conclude that: "most marketing alumni seem to be "very" satisfied with the overall teaching effectiveness received from CBA professors. They are satisfied with the overall teaching effectiveness received from graduate teaching associates, [and] the amount of useful knowledge transmitted by the CBA."

Most marketing graduates work for large companies and do not pursue a graduate degree. In 2002 the approximate salary of recent graduates was between \$26,000 and \$35,000 a year.

F. Other Program Evaluations

None

**CRITERION VI
Program Demand/Need**

A. Occupation Manpower Demand

Between August 2004 and February 2005 OSU Career Services had 963 posted/on-campus interviews. Of these 566 jobs/on-campus interviews of the jobs posted were seeking business students. Of these 493 of the positions were seeking Bachelor candidates.

B. Societal Needs for the Program

Recently the American Marketing Association defined marketing in the following terms:

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

The single most important activity that takes place within an organization each day is exchange. Exchange is the central concept underlying marketing. The marketing discipline facilitates exchanges by understanding, planning, and managing exchange. Marketing is one of the three fundamental functions of business.

C. Graduate student applications and enrollment changes

See graduate program report.

**CRITERION VII
Program Duplication**

A. Identify other degree programs at OSU with similar titles and functions

None

**Summary and
Recommendations**

A. Strengths

The department is very productive. Productivity along the research, teaching, and outreach dimensions are detailed above.

B. Areas for Improvement

The department is in a very tenuous situation. Most faculty are underpaid relative to their market value. This is the down side of having a very productive faculty. Woefully inadequate resources are provided by the university to support professional activities (data collection, travel to conferences, software, graduate support, et al.).

The department is unable to meet rule of thumb requirements regarding the percentage of students who are taught by tenure track faculty. I invite the regents to compare number of major and SCH taught by the marketing department to university norms.

Undergraduate sections are often too large to permit the use of pedagogic techniques which entail extensive writing.

Internship and independent learning opportunities are limited

C. Recommendations for Action

To a large extent the problems faced by the department are beyond the influence of the department. State resources flow from the legislature to the regents to central administration to the college to the department. Significant private resources are the product of a process that is controlled by central administration. In light of the department's current level of productivity it is not reasonable to anticipate that much more can be done with current resources. Philosophically, the department embraces the land-grant mission and so is very reluctant to bring teaching resources in line with student demand by restricting enrollment. Nonetheless some recommendations are in order. Expand the internship program

- 1) Enhance the ability of graduate students who are teaching relatively small classes to use pedagogical methods that emphasize higher learning skills (e.g., analysis and communication rather than memorization and multiple choice).
- 2) Identify and pursue initiatives which result in both increased levels of external support and scholarly output. The recently created Center for Social and Services Marketing is an example. The current initiative in the new product-entrepreneurship domain should reach fruition. Additional opportunities should be identified and pursued.

3) Continue to support the development and delivery of innovative courses that meet student (and market) needs.

D. Five-Year Goals for the Program

The department's goals are laid out in the strategic plan prepared last year. The below goals are particular to the undergraduate program.

The FTE-SCH ratio will approximate Oklahoma State University's FTE-SCH average.

The FTE-major ration will approximate Oklahoma State University's FTE-major average.

At least 60% of the SCHs taught by the department will be taught by tenure-track faculty members.

At all ranks, faculty salaries will approximate the average of schools designated by the university as peer institutions.

Resources provided by the institution to support professional activities will (on a per-faculty basis) approximate the average level provided by peer institutions.

The number of students enrolled in the internship program will increase by at least 50%.

The number of Wentz scholars will double.

Appendix I
Marketing Degree Requirments
(hard copy only)

OKLAHOMA STATE UNIVERSITY

GENERAL REQUIREMENTS

COLLEGE OF

BUSINESS ADMINISTRATION

For students matriculating:

Academic Year 2002-2003

BACHELOR OF

SCIENCE IN BUSINESS ADMINISTRATION

DEGREE

MARKETING

MAJOR

Total hours 123

Minimum overall grade-point average 2.00

Other GPA requirements, see below.

General Education Requirements <u>31</u> Hours		
Area	Hrs	To Be Selected From
English Composition and Oral Communication	6	ENGL 1113 or 1313; and 1213 or 1413. (See Academic Regulation 3.5 in Catalog.)
American History and Government	6	HIST 1103 POLS 1113
Analytical and Quantitative Thought (A)	3	MATH 1483 or 1513
Humanities (H)	6	Any courses designated (H).
Natural Sciences (N)	4	Four hours Natural Science designated (N) & (L) (Natural Science includes Biological Science, Chemistry, Physical Geography, Geology, and Physics.)
Social and Behavioral Sciences (S)	6	Select six hours designated (S), from at least two of the following fields: Anthropology, Geography (except Physical Geography courses), History, Political Science, Psychology, or Sociology.
International Dimension (I)	-	Any course designated (I).
Scientific Investigation (L)	-	Any course designated (L). Students are encouraged to meet the requirement in their selection of (N) course work.
College/Departmental Requirements <u>7</u> Hours		
Orientation	1	BADM 1111
Analytical and Quantitative	3	MATH 2103
Oral Communication	3	SPCH 2713

Major Requirements <u>72</u> Hours			
Common Body <u>36</u> Hours		Marketing Major Requirements <u>36</u> Hours	
ACCT	2103	MKTG	3323
ACCT	2203		4333
			4683
ECON	2103	12 hours of upper-division marketing electives	
ECON	2203	Communication - 3 hours from:	
MSIS	2103	BCOM	3113 or
			3223 or
STAT	2023		3333 or
BADM	3513	ENGL	3323 or
		SPCH	3723
FIN	3113	Select an additional 12 hours of upper-division courses from any field in the College of Business Administration.	
LSB	3213	(A GPA of 2.00 is required in these 36 hours.)	
MGMT	3123		
MKTG	3213		
MSIS	3223		

A GPA of 2.20 is required in these 72 hours.

Electives 13 Hours

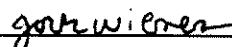
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 123 hours.

Other Requirements:

1. No more than 50 percent of the 123 total hours may be earned in College of Business Administration courses. However, up to 9 hours of ECON and MSIS 2103 may be counted as outside the CBA.
2. A minimum of 50 percent of the business hours required for a degree as well as the last 30 hours must be in residence at OSU.
3. Forty-five hours of junior/senior level courses (3000 or above) are required.

Students will be held responsible for degree requirements in effect at the time of matriculation (date of first enrollment) and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.


DEAN



Appendix II
FY 02-04 Research Report

Project Title	Lead PI	Sponsoring Agency	2001-2002*	2002-2003
outh Tobacco Study	Josh Wiener		25,000	
OG&E Project	Dan Rickman	OG&E	5,000	
conomic Forecasting, Private Support	Dan Rickman	Various Private Entities	700	
STM Lab Implementation	Mark Weiser	Regents	750,000	
istance in Developing and Maintenance of Selected Websites		HyperNet Solutions Inc.	2,800	
onometric Model FY02	Dan Rickman	Oklahoma Tax Commission	70,000	
ead, Rickman, Willett		State of Oklahoma - DHS	33,298	
orkplace Isolation of Sales Employees	Greg Marshal		5,000	
conomic Forecasting, State Support	Dan Rickman		4,500	
partment of Health	Josh Wiener	State of Oklahoma	4,000	
vice of State Treasurer	Tim Krehbiel		9,750	
lsa Health Department	Josh Wiener		17,037	
ATT 8.0 Management & Assessment	Ramesh Sharda		23,983	
lsa Forecast	Mark Snead	Tulsa Chamber of Commerce	5,000	
OC Forecast	Mark Snead	OKC Chamber of Commerce	5,000	
creasing Child Support Collection Success in Oklahoma	Mark Snead	Department of Human Services	33,298.00	
idate of 1996 Report on Marginally Producing Wells	Mark Snead	OK Commission on Marginally Producing Oil and Gas	8,500.00	
			\$1,002,866.00	
ercise in Hard Choices	Kent Olson	US Dept of Education		63,17
OG&E Project	Mark Snead	OG&E Energy Corp		5,00
conomic Forecasting Support	Dan Rickman	Tulsa Technology Center		2,23
conomic Forecasting Support	Dan Rickman	Tulsa Technology Center		2,23
conomic Forecasting Support	Dan Rickman	State of Oklahoma		1,00
acco Use Prevention FY03	Josh Wiener	Ok State Department of Health		23,50
acco Use Prevention FY03	Josh Wiener	Ok State Department of Health		5,00
lsa Tobacco Project	Josh Wiener	Tulsa Health Department		17,03
ecutive MBA in Managing E Business, Zayed University	Gaye Trivitt	Zayed University		20,00
ecutive MBA in Business 2, Zayed University	Gaye Trivitt	Zayed University		40,00
ker Air Force Base- Business Courses	Ken Eastman	Rose State College		144,00
ecutive MBA Zayed Univ- Cohort III	Gaye Trivitt	Zayed University		40,00
mparison of Local Growth Reduction Poverty Rates	Dan Rickman	Upjohn Institute		13,00
ternship for Assistance in Development & Maintenance of Selected Applications	Ramesh Sharda	RealeStudios.com		1,73
conomic Forecasting FY03	Dan Rickman	Oklahoma Tax Commission		50,00
03 OK Child Care Market Rate Survey	Mark Snead	DHS		14,72
lsa Tobacco Ethnic Study	Josh Wiener	Tulsa City-County Health Dept.		40,00
ternship for Select Web Applications	Mark Weiser	iTradeFair.com		6,35
eathe Easy Campaign	Josh Wiener	Tulsa City-County Health Dept.		40,00
ATT: 8.0 Management & Assessment	Ramesh Sharda	Sverdrup Technology		22,62
				\$551,60
conomic Forecasting Support Private	Mark Snead	Oklahoma Child Care Resource & Referral Association		
conomic Forecasting Support Private	Dan Rickman	Moore Norman Technology Center		
acco Use Prevention FY03	Josh Wiener	OK State Department of Health		
lsa Tobacco Study FY03	Josh Wiener	Tulsa City-County Health Dept.		
ternship for Select Web Applications	Mark Weiser	iTradeFair.com		

Project Title	Lead PI	Sponsoring Agency	2001-2002*	2002-2003
Executive MBA - Zayed Cohort IV	Gaye Trivitt	College of Business Sciences, Zayed		
Business Management Presentation	Vickie Karns	FAA		
Evaluation of the Effectiveness of Media	Josh Wiener	OUHSC		
Oklahoma Highway Cost Allocation Study	Kent Olson	OU		
New Product Development Study	Gary Frankwick	New Product Development Center		
Economic Forecasting FY04	Mark Snead	Oklahoma Tax Commission		
Tulsa Metro Area Forecast	Mark Snead	Tulsa Chamber of Commerce		
Oklahoma City MSA Quarterly Economic Model	Mark Snead	Oklahoma City Chamber of Commerce		

Appendix III
TCC Guide for Students Intending to major in marketing
(hard copy only)



www.tulsacc.edu

TCC 2004-2005 Catalog

At least one course must be a laboratory science.

AST 1104 General Astronomy

or

*BIO 1604 Zoology

or

*CHE 1114 Principles of Chemistry

or

GEL 1014 General Geology

and

BIO 1114 General Biology for Non-Majors

or

HT 1303 Principles of Horticulture Technology

or

*PSC 1114 General Physical Science

Social Sciences 9 hours

GEO 1043 Introduction to Cultural Geography

HIS 1483 U.S. History 1492 to Civil War

or

HIS 1493 U.S. Civil War to Present

POS 1113 American Federal Government

Required Electives 6 hours

Select two courses from the following disciplines:

Psychology, Social Science, Foreign Language, Fine Arts

Specialized Course Requirements Credit Hours: 30

Accounting 6 hours

ACC 2213 Financial Accounting

*ACC 2223 Managerial Accounting

Computer Science 3 hours

CSC 1203 Computer Concepts and Applications

Economics 6 hours

ECO 2013 Principles of Macroeconomics

*ECO 2023 Principles of Microeconomics

Marketing 12 hours

MKT 1313 Sales and Negotiations

MKT 2423 Principles of Marketing

MKT 2343 Customer Service

*MKT 2363 Consumer Behavior

Speech 3 hours

SPE 1113 Speech Communication I

Total Credit Hours: 67-68

*Course has prerequisite (See course description section of catalog).

To receive an A.A. or A.S. degree, students must demonstrate computer proficiency. Please see page 27 for complete requirements.

MARKETING - Oklahoma State University - Transfer Option

Program Description:

This program is designed to provide the student with fundamental skills, attitudes, and experience in Marketing, Communication, Customer Service, and Sales. Graduates of the program will be prepared to continue coursework toward a baccalaureate degree in any of the options within the Marketing program at Oklahoma State University.

Degree Awarded: Associate in Science

For More Information:

Business and Information Technology Division: Southeast:

(918) 595-7639

Counseling Center: (918) 595-7651

General Course Requirements Credit Hours: 37

English 6 hours

*ENG 1113 Freshman Composition I

*ENG 1213 Freshman Composition II

Social Science 9 hours

HIS 1483 U.S. History 1492 to the Civil War Era

or

HIS 1493 U.S. History Civil War Era to the Present

POS 1113 American Federal Government

GEO 1043 Introduction to Cultural Geography

Science 7 hours

Select one 4-hour course from the following:

*PSC 1114 General Physical Science

*CHE 1114 Principles of Chemistry

GEL 1014 General Geology

BIO 1114 General Biology for Non-Majors

*BIO 1604 Zoology

and any 3 hours of General Education courses designated as science

Humanities 6 hours

Select one course from each of the following groups:

HUM 2113 Humanities I

or

HUM 2223 Humanities II

and

PHI 1113 Introduction to Philosophy

or

HIS 1053 Ancient Medieval Western History

or

ART 1113 Art Appreciation

or

MUS 1113 Music Appreciation

Mathematics 6 hours

*MTH 1513 College Algebra

*MTH 2193 Elementary Statistics

Required Electives 3 hours

Select one course Social / Behavioral Science

Specialized Course Requirements Credit hours: 27

Accounting 6 hours

ACC 2213 Financial Accounting

*ACC 2223 Managerial Accounting

Economics 6 hours

ECO 2103 Introduction to Macroeconomics

*ECO 2023 Introduction to Microeconomics

Computer Science 3 hours

CSC 1203 Computer Concepts & Applications

Speech 3 hours

SPE 1113 Speech Communication I



Marketing 9 hours

MKT 1313 Sales & Negotiations
MKT 2343 Customer Service
*MKT 2393 Advertising and Promotion

Total Credit Hours: 64

*Course has prerequisite (see course description section of catalog).
To receive an A.A. or A.S. degree, students must demonstrate computer proficiency. Please see page 27 for complete requirements.

MARKETING - Apparel Design and Merchandising

Oklahoma State University - Stillwater Transfer Option

Program Description:

Apparel Design and Merchandising degrees include the study of Marketing Principles, Drawing, Fashion Innovation Design, and Product Development. Further study of Human Development, Psychology, Sociology and Leadership are included. The curriculum includes courses generally completed in the first two years in a four-year curriculum. This program curriculum is designed to prepare students to transfer to Oklahoma State University to complete a baccalaureate degree in Apparel Design or Merchandising.

Degree Awarded: Associate in Science

For More Information:

Business and Information Technology Division:
Southeast: (918) 595-7639
Counseling Center: (918) 595-7651

General Education Requirements Credit Hours: 37-38**English Composition 6 hours**

*ENG 1113 Freshman Composition I
*ENG 1213 Freshman Composition II

Humanities 6 hours

6 hours designated as humanities in the General Education Requirements.

Mathematics 6 hours

*MTH 1513 College Algebra
and

3 hours designated as math in the General Education Requirements.

Psychology 3 hours

PSY 1113 Introduction to Psychology

Science 7-8 hours

Select one of the following laboratory science courses.

CHE 1034 Practical Chemistry
*CHE 1114 Principles of Chemistry
*CHE 1315 General Chemistry I
and

3 hours designated as science in the General Education Requirements.

Social Studies 6 hours

HIS 1483 U.S. History 1492 to Civil War Era
or

HIS 1493 U.S. History Civil War Era to Present
POS 1113 American Federal Government

Speech 3 hours

SPE 1113 Speech Communication I

Specialized Course Requirements Credit Hours: 27**Art 3 hours**

ART 1013 Fundamentals of Art I

Computer Information Systems 3 hours

CSC 1203 Computer Concepts and Applications

Economics 3 hours

ECO 2013 Principles of Macroeconomics

Human Development 3 hours

CHD 2003 Human Development
HS 2023 Lifespan Development
*PSY 2023 Developmental Psychology

Marketing 6 hours

MKT 1333 Fashion Innovation and Marketing
MKT 2433 Product Development

Sociology 3 hours

SOC 1113 Introduction to Sociology

Select One Option from either Apparel Design or Apparel Merchandising - 6 hours**Apparel Design**

*ART 1123 Drawing I
MKT 2423 Principles of Marketing
MGT 2123 Leadership Development

Apparel Merchandising

Accounting - 3 hours
ACC 2213 Financial Accounting

Controlled Electives - 3 hours

MKT 1313 Sales and Negotiations
or
MKT 2343 Customer Service

Total Credit Hours: 64-65

*Course has a prerequisite (See course description section of the catalog).

To receive an A.A. or A.S. degree, students must demonstrate computer proficiency. Please see page 27 for complete requirements. Physical Education activity classes do not count toward the associate degree requirements in this curriculum at TCC.

