

Third-Year Graduate Degree Program Review

Program: **Marketing (MSM-MKT)**
 Year Approved: **2007**

The Graduate School and the USF Tampa Graduate Council would like to ask you to complete this brief survey of your Graduate Program. This one-time survey, given to all recently approved graduate programs, will provide information about the program's standing and offers opportunities to showcase program's accomplishments in the first few years. Currently, no other mechanism is available to collect this type of information. The Graduate Council will prepare a brief report based on the survey, which will be circulated back to you and kept on file in the Graduate School. Thank you in advance for your assistance with this important project!

PART I: Program Metrics (pre-populated by Graduate School)

(Optional comments regarding these numbers may be separately attached.)

Enrollment Statistics (MSB)	Current Year (2013/2014)*	2012/2013	2011/2012	2010/2011
Applied (SIF)	73	78	68	71
Admitted (SIF)	28	27	30	32
Enrolled (SIF)	25	26	23	28
Degrees Awarded (SIF)*	*	24	21	27
Time to Degree (if applicable) (info center mean)	*	1.35	1.38	1.42
Total program enrollment (SIF)	119	120	108	137
% students registered full time (SIF)	24	23	21	35
Graduate SCH (SIF)	785	793	713	825
Number of graduate faculty** (PROFESSOR, ASSOCIATE PROFESSOR, ASSISTANT PROFESSOR)	10			
Student: Faculty Ratio (students per faculty)***	4			

* Degrees not yet awarded for spring 2014

**Information not available on Info-center. Please provide a total number and then please attach a list of names, level (Full, Assoc., etc.), and research areas of these faculty

***Information not available on Info-center. Please provide.

Part II: Annual Student Success Metrics (populated by the Program)
 (Optional comments regarding these numbers may be separately attached.)

	Current Year (2011/2012)	2010/2011	2009/2010	2008/2009
Professional Presentations by Students	Not applicable			
Student Publications/Creative Works	Not Applicable			
Student Funding and Scholarships (including internal awards)	2			
Other				

Part III: Program Narrative

In a few sentences:

1. Note any programmatic changes since original approval or last review and why the changes were made (i.e. changes to degree requirements, courses, qualifying exams, theses etc).

The process of revising the program is well underway by the department. The marketing discipline is undergoing extremely rapid changes. This is driven by factors such as the impact of technology on society, consumers' changing behaviors with respect to how they seek information, make decisions, how they buy products and services and also how they engage in relationships with businesses. These changes have made marketing an extremely dynamic and exciting field but also a challenging one for marketers. The challenge is even more pronounced for academics as we try to stay on top of these rapid changes in the market place. The only way to do this is to continually monitor these changes in the market and be willing and prepared to adapt or make changes to the program on a much shorter time line than the past.

We also made a change in the capstone requirements for this program. When we started the program, there was an independent research study/project component that every student had to do under the guidance of a graduate faculty member. As the program size grew, it became difficult to manage these projects. A Marketing Strategy course is the capstone course now. This course integrates various aspects of marketing that students may have learnt in other courses during the program.

2. Discuss diversity in your program and you are actively involved in promoting this initiative.

The MS in Marketing has no budget to promote the program. We are absolutely interested in Diversity, however. The typical classroom in this program has diversity in terms of international students as the program has a majority of students who are from

different countries around the world (e.g., China, Turkey, Brazil, India, Pakistan, Taiwan, South Africa). However, there are other kinds of diversity that we would like to enhance. The diversity we have now is not a result of deliberate attempts to promote the program to various groups. As stated, we would like to be able to promote the program and increase the diversity even further.

3. Discuss student "creative works" (publications per student, etc.) captured in Part II above.

The MS in Marketing is not a research degree. It is an applications oriented degree. We have had two students who co-authored a publication with one of our faculty in one of the top journals in the field (Journal of Advertising). Currently, we have another student interested in a Ph.D. program working with another faculty on a project that is likely to lead to a good publication.

4. Discuss placement of your recent graduates (e.g., types of employment, admittance to other degree programs).

Our students have taken jobs locally as well as out of the area. They typically have gone to work for companies within the marketing department of the firm. Our students have been hired by firms such as Bayshore Solutions, Hilton Worldwide, Syniverse, Bristol-Myers Squibb, Enveritas Group, All State Insurance, Kabam, Metrohm USA, Triad Retail Media, etc.

We have had several students who have gone on to PhD programs. Two have come into USF. We have two more students currently applying for the PhD at USF.

5. Identify qualities/metrics of applicants who prove to be successful in your program (e.g., REU experience, experience specific to your discipline, GRE performance).

There are no metrics that indicate that one requirement is more important above others. We do not have a wide range of acceptance on the GMAT or GRE. We have a minimum which is relatively firmly enforced and becomes a non-differentiator. Many of the qualities that seem to characterize the most successful students in our program are probably common across most graduate programs. Students who are curious, willing to dig deep to learn concepts, willing to go beyond the norm in proactive ways to accomplish tasks and a desire to excel tend to do well (just as in any program).

Comment succinctly on the following (e.g., 200 words max).

Based on the data in Part I, discuss current enrollment trends, graduation rates, time to graduation, and retention. Provide details on how the program is addressing each of these areas and will correct any deficiencies (i.e. low number of applicants, loss of students etc.)

We have a good record on retention and time to graduation. Both have been very stable. The size of the program has also been stable. We are very dependent upon INTO for the bulk of our students. Our success is dependent upon their recruiting efforts. We are looking into ways to increase our visibility in the local market through our advisory board and also through personal visits to businesses. We hope to be able to work with other recruiting efforts being made by the Muma College to improve our enrollments, too.

Identify three programs that are considered to be peers.

1. University of Tampa
2. University of Alabama
3. University of Cincinnati

Describe how the Program aligns with the strategic goals of USF.

The MS in Marketing serves the local community of students and employers who are looking for a professional degree beyond the bachelors. Beyond this, the program is quite International and serves the Global goals of the University. The class composition (over 65% international students from various countries) and the nature of our courses where student team projects account for a sizable portion of their grade results in our graduates being well prepared to work in a highly global work environment. In fact, several of our graduates are currently working for firms that have operations in multiple countries and they are working with their colleagues in other countries in a truly global environment.

What are three program goals to be accomplished in the next 5 years?

1. The MS program in Marketing seeks to be ranked in the top 25 programs in the country.
2. The MS intends to revise our curriculum to be oriented to future jobs for Marketers.
3. The MS would like our placement to reach 90% within the next 5 years.

Anything else you'd like to share?

Our revised curriculum will also contribute to the goals of the Muma College of Business to have a distinctive focus on Analytics and Creativity by creating new pathways in these areas. The program will also be interdisciplinary in nature as we are hoping to have faculty from different

departments teach in the program, if we can work out the procedural aspects. For example, our Analytics pathway will encourage our students to take courses from other departments in the College (ISDS) as well as departments in other Colleges (School of Information Sciences for a Data Visualization course).