

Department of Management and Marketing
Academic Plan
2009-2014

Mission and Aspirations

The mission of the Department of Management and Marketing is to provide knowledge from our areas of expertise to UW students and others in Wyoming. Further, it is to provide research and service to our state and disciplines.

The department aspires to be recognized as an outstanding source of undergraduate business education, and graduate programs at the Master's and PhD levels. Further, we plan to continue to lead the College of Business efforts in entrepreneurship, ethics, and sustainable business practices.

Previous Planning Accomplishments

Completed Planning Goals 2003-2008

- Reviewed and revised Marketing, Business Administration and Management degrees.
- Replaced small business management with entrepreneurship curriculum.
- Curriculum mapping for assessment completed.
- Expanded \$10K competition.
- Mandated ETS exit exam for on-campus and online degrees. Raised ETS scores from 89th to 95th (95th percentile nationally)
- Lowered department GPA given from 3.16 (2000) to 2.8 (2007-2008)
- Research output for 2003 through 2007:
9 books published, 7 book chapters, 61 refereed journal articles, 9 refereed proceedings, 132 others (papers, reports, non-refereed articles). Average of 13 tenure-track faculty during that time.

Relevant Institutional Issues

The following are university-wide planning motifs to which the department can contribute in this planning time frame. The University of Wyoming is striving to build strength in its programs rather than merely adding breadth. This can be done in a small school by promoting shared interests among scholars in an inter-disciplinary fashion. Areas of distinction to build toward this strength (with the department's contributions in parenthesis) are **environment and natural resources** (sustainable business practices) and **professions critical to the state and region** (Train professional managers / MBA's). The institution recognizes there is a need to integrate the University's contribution to **business and rural community development** (Economic development / Workforce development / Entrepreneurship). The university also recognizes it has responsibility to **extend access opportunities** (Online Business Administration degree / Executive MBA degree) to part-time students, place-bound, and non-traditional students. Other opportunities for contributions to excellence include: **assessment of learning** (assessing online performance and use of exit exams) and **enhancing master's and doctoral education** (PhD program in Marketing / Sustainable Business Practices / review MBA). **Leadership opportunities** (Wyoming Business Leaders Institute) include business contributions to the **School of Energy Resources** (possible joint degree programs) and exploring new possibilities for building Wyoming's **entrepreneurial efforts** (\$10K Competition / Entrepreneurship education) and successes.

Action Items

- **Undergraduate Education**

The department offers 4 undergraduate degrees (one online). Our students score in the 95th

- increasing the rigor of courses
- identifying other appropriate measures of quality
- attracting better students
- define “high quality” for our online programs
- integrate SBP and ethics as appropriate
- expand access to our online program
- contribute instruction to ENR efforts
- begin to build a positive undergraduate brand
- contribute classes to the energy degrees as they evolve
- service other majors (Ag, Nursing, etc.) as possible
- benchmark against the best regional schools

- **Graduate Education**

Graduate education can enhance the university and department. A first step is analyzing existing graduate programs and preparing a strategic plan. A strategic plan for enhancing master’s and doctoral education will include:

- design/get approval for PhD in Marketing
- study quality of the Executive MBA and include it in ETS
- increase quantity and quality of graduate students
- study and redesign MBA on-campus
- contribute classes (DSCI) for energy masters

- **Research Performance**

A successful research program is a large part of the reputation of a research department. To continue to build a solid research record we propose:

- select and reward faculty for good research
- pursue research grants
- encourage publication in appropriate journals
- encourage applied research in the state.

- **Develop Interactions with the State**

The College of Business (and especially the Department of Management and Marketing) are in a position to contribute to improving the business environment in the state. We propose:

- developing a reputation as “valuable resources” among policy makers in the state
- involve some faculty with state boards and commissions
- contribute to executive education state-wide
- increase access to the entrepreneurial \$10K competition
- develop a close and mutually useful relationship with the incubator
- expand the BBB Torch Award competition

Implementation

Undergraduate Education

Rigor	2009-2011	Identify measures of quality	2009-2014
Attracting better students	2009-2014	Definition of online quality	2009-2010
Build a "brand"	2009-2014	Wish to develop online reputation for	2009-2011
Integrate SBE and Ethics in UG degrees	2009-2010	Classes to Energy degree	As needed
Service other majors	2009 - ??		

Graduate Education

Evaluate existing programs	2008-2009	Marketing PhD	2008-2009
"Study" Executive MBA	2009-2014	Increase grad student quality	2009-2010
Contribute DSCI classes to energy masters	when degree is ready		

Research

Select and reward faculty	2009-2014	Pursue grants	2009-2014
Encourage publications in appropriate journals	2009-2014	Reward faculty for applied research in state	2009-2014

Interactions with the State

Increase access to 10K	2009	Expand BBB Torch awards	2009-2010
Contribute to executive education	2009-2011	Incubator	2009-2014
Develop reputation as "valuable resources"	2009-2011	Faculty on boards and commissions	2009-2011