

Annual Report

Department Of Marketing

2006-2007

Executive Summary:

The following pages chronicle the events of the Department of Marketing during the academic year 2006-2007. The Department of Marketing just completed its second year as an independent department. Although we have only 5 full time faculty members, our list of accomplishments are impressive. We continue to grow in number of majors and course offerings, and our innovative faculty have developed new courses and new methods of using technology in the classroom. The department has also developed a proposal for an M.S. degree in Advertising that will complement the undergraduate degree and offer our graduating students the option to continue their graduate studies in Advertising and Marketing at Kean University. In the area of scholarship our faculty have published and presented at numerous conferences as well as attending conferences for enlightenment and to seek new research opportunities. In the area of service our faculty excels. They continue to volunteer their time to serve on committees, develop new programs and courses, and work with the students to develop a Marketing Club and an Honor Society that students can be proud of. Industry speakers have visited our campus at the invitation of our Marketing faculty and students. Our students are more motivated to participate when the real world comes to the classroom. This year has been an exciting one on all three fronts, teaching, scholarship, and service.

Teaching:

This Spring the Department of Marketing implemented its newly approved Major in Marketing as well as its Minor. Both the Major and Minor were modified to reflect changes in the discipline as well as requirements by AACSB accreditation. The new degrees offer Marketing students a stronger foundation in both the Business Core as well as in the Major itself.

Two new courses were offered for the first time; MKT 3432 Direct Marketing and MKT 3490 Internet Marketing. Judging from the enrollment and feedback of students, both courses were resounding successes. Additionally, MKT 3455 Services Marketing was developed and approved as an online course using WebCT. The Department of Marketing offers courses both online and offline, day and evening, to accommodate the demands of our students. Our online courses are offered either fully online or web enhanced. Courses that are offered online are also offered in the traditional classroom setting as well so that students have a choice and do not have to take an online course if they do not want to.

MKT 4410 Marketing Research has been rejuvenated as a course after laying dormant for many years. This course is now a required course and challenges students to learn current research methods used in Marketing and Advertising Research. SPSS is used to teach students how to analyze the data they have collected and to help clarify and understand marketing problems.

In addition, 4 out of our 5 full time professors use WebCT to enhance the classroom setting. This technology is used to post class messages, lecture notes, and powerpoint presentations to augment the classroom experience. Our department faculty use technology in various ways and are in desperate need of smart classrooms. To date our department does not have smart classrooms assigned for its use and must rely on the generosity of the registrar's office to assign these rooms after all other departments have been assigned. As our department expands to meet the needs of our increased enrollments, the need for classrooms assigned to the Marketing Department will become even more critical.

M.S. in Advertising: A degree proposal has been drafted and was presented to the Graduate Dean, Dr. Kristie Reilly in April 2007. The proposal outlines a Masters in Advertising that is unique to the State of New Jersey. Numerous students, both business and non-business majors, have expressed a desire to remain at Kean University for graduate school if such a degree existed. The program is designed to teach the business of Advertising to graduate students interested in a career in account planning, brand management, product development, marketing research, and many other marketing oriented careers.

The capstone course for Marketing is shared with the Management Department. Two of our full time professors have taught this capstone course in the past year. They report that several student groups were ranked at "top ten list" in a nation wide competition for the Business Simulation Game that is run as part of the course.

Guest Speakers: In the Fall 2006 the Creative Director for McCann Erickson, a top global advertising agency, came to speak to our students as part of the MKT 3431 Advertising Campaigns class. Over 80 students, faculty, and administrators were in attendance from a variety of departments across the campus. In addition, New Jersey Transit executives came to visit the Advertising Campaigns class in the Fall to encourage competition in an NJT marketing/advertising campaign. In Spring 2007 an industry guest speaker from Time Inc. came to speak to the Direct Marketing class. This speaker was provided by the Direct Marketing Educational Foundation.

Scholarship and Professional Development:

In the past academic year our faculty made the following contributions to scholarship in the field of Marketing:

Publications and Presentations:

“The Relationship of Consumer Prior Mood-Music Mood Consistency to the Retail Environment” at the Academy of Marketing Science/American Collegiate Retailing Association Conference, November 1-4, 2006.

“Motivating and Engaging Marketing Students: An Exploratory Study of Daily Quizzes,” proceedings to the 2006 Association for International Business and Economics.

“Are Consumers’ Perceptions of Retailers Aligned with Retail Store Positioning?” proceedings to the 2007 European Applied Business Research Conference.

“Spiegel: A Multi-Channel Retailer” Case Study in *Great Ideas in Retailing (a casebook which accompanies the text Retail Management: A Strategic Approach 10th ed.* (Prentice Hall, 2007) edited by Barry Berman and Joel Evans.

“The Relationship of Consumer Prior Mood-Music Mood Consistency to the Retail Environment,” Academy of Marketing Science/American Collegiate Retailing Association Conference Proceedings, November 1-4, 2006, pp. 264-269

Acceptance of manuscript "Global Consumer Values and Diffusion Theory's Application to P2P Online Behavior" for publication in Fall 2007 in the *International Journal of Business Research* (IJBR) and for presentation at the 2007 IABE (International Academy of Business & Economics) Conference. IJBR is a peer-reviewed journal listed in the Cabell's Directory of Refereed Publications 2004-08 Edition and is listed in the Ulrich's International Periodicals Directory

Attendance by Dept. of Marketing Faculty and the following conferences and symposiums:

South Asian Journalists Association Annual Convention, Columbia University, New York City, July 13-16, 2006.

“Research / Teaching Excellence in Business and Economics,” AIBE/IABE 2006 Annual Conference, Las Vegas, October 15-18, 2006.

South Asians in Media and Marketing Association Panel Event, "Blazing a New Trail: South Asian Women In TV," June 19, 2007-2006 Educators' Direct Marketing Symposium at Villanova University, PA, Friday, November 10, 2006.

Technology Transfer Conference 2006, "GREEN TECHNOlogies: Better Business for a Better Tomorrow," November 17, 2006

Total Retail Experience Conference of the In-Store Marketing Institute, New York, NY , December 6 - 7, 2006.

Online Direct Marketing seminar (Spring 2007) given by the Direct Marketing Educational Foundation.

Ongoing Research Activities:

The Department of Marketing faculty continue to work on future publications. Data is being collected for future papers and research. Our faculty have also applied for UFRI grants for continued support.

There are also collaborative efforts among our faculty and with faculty from other universities. Next year we anticipate an even more productive year in faculty scholarship.

Service:

At the request of the Dean of the College of Business and Public Administration, our faculty researched and wrote two drafts of a 30+ page Masters Degree Program Document in Advertising (Spring 2007).

Marketing Club relaunched: Created new membership form and recruited 7 new officers and with 30 new student members in total. (Fall 2006-Spring 2007 to Present). Supervised events included a Resume & Interview Workshop and a marketing industry speaker event. Supervised and assisted in the development of a new Marketing Club website which will launch soon.

Mu Kappa Tau International Honor Society reinstated. A major Ceremony & Luncheon event took place May 16, 2007, with faculty, administration, industry speakers and special guests in attendance. PowerPoint presentations of student profiles were shown during the event, this will also be used as information to feature new members on the new website for our Marketing Honor Society. The new website for the chapter will link with the Department of Marketing and College of Business and Public Administration web pages of Kean's website. A number of the industry speakers have recently provided job and internship opportunities for Kean students.

Faculty served as Secretary to the Faculty Senate Library Committee; prepared minutes of meetings; assisted with promotion via University Relations of book signing and speaker events. (Fall 2006-Spring 2007 to Present)

Marketing faculty is coordinating developments with the Academic Director of Executive MBA Programmes at the Newcastle University Business School in London (U.K.) to establish a possible strategic alliance with the Kean University Global MBA or Executive MBA program. (Spring 2007)

Participated in Kean University's New Faculty Orientation (Fall 2006 Poster Exhibit).

Attended University events:

Kean University's Technology Transfer Conference (Fall 2006)
Kean University's Homecoming day (Fall 2006)
Kean University Foundation's Holiday party (Fall 2006)
Kean University TTN luncheon with the President (Spring 2007)
Kean University's Honors Convocation (Spring 2007)
Kean University's Undergraduate Commencement (Spring 2007)

Service on the following committees:

College Curriculum Committee
AACSB Accreditation Initiative Committee
Coordinator, Spring 2007 - Present, Business Programs, Kean@OCC
Member, University Range Adjustment Committee
Member, Tenured Faculty Research Initiative

Helped coordinate promotion of book events, some of which invited the community (as Secretary to the Faculty Senate Library Committee. (Fall 2006-Spring 2007)

Contacted the New Jersey Ad Club, the Advertising Educational Foundation, and the Direct Marketing Educational Foundation to invite industry speakers to speak to Kean's students. Worked with NJ Transit on student class project.

Top 3 Winner in Case Study Competition: "Spiegel Catalog's Strategies on the Internet" by Valerie L. Vaccaro, October 14, 2006 at the Case Writers Workshop at the DMEF (Direct Marketing Educators' Foundation) Conference.

New member - Direct Marketing Educational Foundation