

Program Review
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Last Review: Spring, 2011



Associate of Applied Science

MARKETING/MANAGEMENT
Certificate and Degree Programs

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BACKGROUND OF PROGRAMS

Prior to 1987, the marketing instructor position was held by Charles Moore and was half Foreign Language and half Marketing Education. The main courses taught at that time were: Sales and Display, Retailing, Marketing, Advertising, Small Business Management, and Human Relations. In the spring of 1987, Mr. Moore announced his retirement and at that time the unemployment rate in Neosho County was 13.5 percent. The Administration saw the need for business training and took the appropriate action by taking the bold step of turning the position into a full-time Marketing position. In the fall of 1987, Dave Fewins was hired as the full-time Marketing/Management Coordinator. At that time, most of the department enrollment was from non-traditional adults wanting skills to reenter the job market as soon as possible.

During the period from 1987 to approximately 1997 the department changed its focus to reflect the training needs of the business community and the result put more focus on management related classes. New courses were developed: Introduction to Management, Safety Management, Mid-Management Field Study, and Introduction to Total Quality Management. The department worked closely with the Continuing Education Department to provide in-house training to several local businesses in the Chanute and Ottawa areas.

When the unemployment rate decreased non-traditional student enrollment started declining. As a result the MGMK program had to focus more on the needs of the traditional transfer student. During this time the Introduction to Business course was created. Less time was needed to provide support for the Continuing Education Department as other personnel were hired to meet those needs.

In 2005, Ottawa instructor Dewayne Dotson passed away and Mark Watkins was hired for the Ottawa position. In 2009, Dave Fewins retired and Mark Watkins transferred to Dave's position in Chanute. The Ottawa campus position was not filled, leaving a void of a full-time business instructor on that campus. In addition, Dave had been on a ten-month contract serving as program coordinator, but Mark continued with only a nine-month contract and assumed the duties of the position.

In the fall of 2011 Mark Watkins took a leadership position at another college. His position on the Chanute campus was filled by Richard Webber. During the 2013-14 year, Richard attempted to fill the leadership void on the Ottawa campus by teaching physically on that campus one day a week. The attempts showed promise with a small following starting to develop. Ultimately the trial was abandoned due to overwhelming work load. The spring of 2015 Charles Babb retired and his position was left unfilled, leaving another void on the Chanute campus in the Business and Technology group.

Courses taught continued to evolve under Richard Webber's stewardship. When Richard took over in the fall of 2013 the only marketing course still in the rotation was MGMK 251 Marketing. In the spring of 2016 a new course MGMK 252 Internet Marketing was added to address new techniques in the rapidly evolving field. The new course was a success. The Principles of Salesmanship course was renamed to MGMK 132 Principles of Sales, updated with new material, and placed back on the schedule. The course lacked enough interest the first semester reoffered as a morning face-to-face course in the spring of 2016. These changes resulted in the marketing program going from one to three courses on the current rotation, and the field study course MGMK 138 Marketing Education Field Study available to students on demand.

Closely related to Management and Marketing is Entrepreneurship. There is an emphasis nationally and regionally to add entrepreneurial training to college programs. For example, nearby Pittsburg State University added a minor in entrepreneurship program. The previous vice president for student learning led an initiative on campus to expand and update offerings in entrepreneurship. The first course created at NCCC, ENTR 130 Entrepreneurial Mindset, was successfully taught both times offered. A second course, ENTR 201 Exploring Innovation and Business Transformation added in the spring of 2016, lacked adequate enrollment to teach the first semester offered.

Other management courses, including Introduction to Business, Small Business Management, Human Relations and Supervision, and Introduction to Management continue on the regular course rotation. In addition, the Total Quality Management course and four courses in logistics and warehousing are courses of record, but not currently offered. Business Law and Elementary Statistics are also included in the program.

It should be noted that a full self-study of the business programs, including the MGMK program, was conducted in 2003-2004 and again in 2012-2013 with an on-site visit during the Fall of 2014 in accordance with rigorous standards established by the Association of Collegiate Business Schools and Programs (ACBSP). The ACBSP's mission statement is, *ACBSP promotes continuous improvement and recognizes excellence in the accreditation of business education programs around the world* (ACBSP, 2016) www.acbsp.org/?page=about_us. Upon an evaluation visit by the ACBSP, the MGMK program was among the business programs granted a full 10 year ACBSP accreditation.

SECTION 1: ALIGNMENT OF MGMK PROGRAMS MISSION AND PURPOSES WITH MISSION AND PURPOSES OF NCCC

The mission of the Neosho County Community College MGMK program correlates with the institutional mission statement: *to enrich our communities and our students' lives*. The MGMK program, as a whole, has two primary purposes and a number of secondary purposes as they relate to NCCC's mission. These include, but not limited to, the following:

Primary Purposes:

Career Preparation. Traditional and non-traditional students are served by the MGMK program in preparation for, or to enhance skills in, an occupation. Courses within the MGMK program also serve students in other business related areas as well as non-related areas such as nursing, and liberal arts. This career preparation is needed to support local economic development.

Transfer. NCCC serves the needs of transfer students to a university.

The MGMK programs are harmonious with the institution's mission statement and is confirming periodically of meeting purposes through reviews.

The MGMK program contributes to each of NCCC's purposes as follows:

NCCC Purpose 1: **student learning through**

- The meeting of students' needs
- Quality educational programs
- Effective assessment processes

The MGMK program meets the needs of both traditional and non-traditional students. MGMK courses provide student access through offerings on campus, online, and through concurrent enrollment.

The MGMK program is a quality educational program. The program is one of several business programs fully accredited by the Association of Collegiate Business Schools and Programs (ACBSP), thus it meets the rigorous standards of excellence. NCCC is one of seven Kansas community colleges the ACBSP has accredited and the only accredited community college in southeast Kansas, southwest Missouri, and northeast Oklahoma. (Accredited Council for Business Schools & Programs, 2016) ACBSP confirmed excellence in practices during the self-study process that was conducted during the 2013-2014 academic year.

Table 1: Two-Year ACBSP Accredited Institutions (AR, KS, MO, OK)

College	City	State
NorthWest Arkansas Community College	Bentonville	AR
Cossatot Community College of the University of Arkansas	DeQueen	AR
North Arkansas College	Harrison	AR
Phillips Community College of the University of Arkansas	Helena	AR
Neosho County Community College	Chanute	KS
Butler Community College	El Dorado	KS
Hutchinson Community College and Area Vocational School	Hutchinson	KS
Kansas City Kansas Community College	Kansas City	KS
Seward County Community College/Area Technical School	Liberal	KS
Johnson County Community College	Overland Park	KS
Pratt Community College	Pratt	KS
Three Rivers College	Poplar Bluff	MO
Oklahoma City Community College	Oklahoma City	OK
Northern Oklahoma College	Tonkawa	OK

The MGMK program follows the assessment processes which have been established at NCCC in an effort to improve student learning of course and program outcomes. Assessment will be discussed in more detail in Section 2 of this report.

NCCC Purpose 2: student success through

- providing personal attention,
- individualized advising, and
- the opportunity to meet personal goals;

All NCCC business programs, including the MGMK program, operate under the philosophy that personal attention and individualized advising are essential for student success. Full-time instructors have open-door policies. Dialogue with students during advising opportunities include their future career and transfer plans and are considered when planning program emphasis and scheduling courses.

NCCC Purpose 3: ensuring access through

- affordability,
- flexible delivery and scheduling methods,
- responsive student services, and
- safe and comprehensive facilities;

The MGMK program provides affordable instruction for students, with standard tuition rates and a book loan program. Most courses do not require the assessment of additional fees. Business program scholarships are available to full-time business students who are Neosho County residents and are taking at least nine credit hours of

business courses per year. The scholarships cover tuition cost only.

Courses within the MGMK program are offered at a variety of times. Courses are on rotation schedules varying the offerings in different semesters. In accordance with ACBSP standards, full-time business instructors teach online, traditional, hybrid, day, and at night.

MGMK program students benefit from the variety of student services available to NCCC students. Facilities housing the MGMK programs on both campuses are safe, up-to-date, and handicapped accessible. On the Chanute campus, MGMK program students have access to two business computer labs in the Rowland Building that have Internet access, Microsoft® Office, and QuickBooks®, Ottawa students also have computer access in the Teaching & Learning Center.

NCCC Purpose 4: **Responsiveness to our stakeholders through**

- open communication,
- ethical management of resources,
- accountability,
- the development of leaders;

A major focus within the ACBSP is accountability in providing quality educational offerings. In addition, the development of leaders is certainly a focus within the program. The ACBSP accepted NCCC's business program Quality Assurance Report, submitted February, 2012. *ACBSP voted "best practices" in all areas.*

Quality Assurance Report Analyzed:

- Student Learning Results
- Student and Stakeholder Focused Results
- Budgetary, Financial and Market Results
- Faculty and Staff Focused Results
- Organizational Performance Results

Input is received regarding the industry expectations so that leaders in the field can be produced through NCCC's MGMK program. Communication with stakeholders is maintained through the Business and Technology Advisory Board. The Advisory Board meets each semester. The Advisory Board has approved the program emphasis sheets and program outcomes for all of the business programs, including the MGMK programs. They have reviewed and approved of additions or changes to the management and marketing program courses, addition of entrepreneurship courses, and potential addition of finance courses. The advisory board has supported the Business & Innovation Club. Advisory Board members are listed in the table below.

Table 2: 2015-2016 Business and Technology Advisory Board

Name	Title	Business Affiliation
Earon Babcock	Student/Business and Innovation Club Council Member	Neosho County Community College
Tom Byler	Consultant	Kansas Small Business Development Center
Gail Chaney	Manager	Chanute Housing Authority
Chris Cleaver	President	Cleaver Farm & Home
Rusty Crites	IT	RK Steel
Susie Ellis	Workforce Specialist	Southeast Kansas Works
Tasha Findley	Business Service Representative	Independence Kansas Works
Heather Gardner	Personnel Manager	Chanute Manufacturing
Matt Godinez	Director	Chanute Regional Development Authority
Suzanne Hurt	Coordinator of Academic Advising	Pittsburg State University
Adam Kiddoo	Internet Marketing Specialist	All-In Marketing Agency
Ken Lickteig	Senior Vice President	Bank of Commerce
Lesly Lock	Accountant	Jared, Gilmore, & Phillips
Mike Page	President	Home State Bank
Rachel Plymesser	Student/Business and Innovation Club Council Member	Neosho County Community College
Jeff Ports	Owner/Broker	United Country Real Estate Sonic Drive-In Restaurant
Charlene Riley	Agent	Farmers Insurance
Robin Schallie	Adjunct Instructor	Neosho County Community College
Haley Slade	Student/Business and Innovation Club Council Member	Neosho County Community College
Nicolus Smith	Student/Business and Innovation Club Council Member	Neosho County Community College
Sherry Staton	KSU Global Campus Recruiter	Kansas State University
Jill Stevenson	Computer Science Instructor	Chanute High School
Tyler Stoldt	Admissions Specialist	Neosho County Community College
Rick Willis	Data Processing Manager	City of Chanute

NCCC Purpose 5:

meeting community needs through

- collaboration and innovation
- lifelong learning opportunities
- cultural enrichment, and
- the providing of an educated workforce.

An indicated above, the MGMK program is able to work in collaboration with business and industry representatives to provide training necessary for business program students to enter the workforce if that is the student's goal. This occurs in tandem with the Business and Technology Advisory Board which provides input into the program to ascertain that NCCC is meeting the needs of business and industry.

SECTION 2: CURRICULUM OF PROGRAM AND OUTCOMES ASSESSMENT

Program outcomes, courses in the program, assessment methods/results are presented on the pages that follow.

Program Sheets and Core Courses

The Program Sheets on the following pages were taken from the 2015-2016 College Catalog. The Management program sheet appeared on page 86, and the Marketing program sheet appeared on page 87. Program core courses are listed on these sheets.

Management Program Sheet

Management

Level I and Level II Certificates Associate of Applied Science

The Associate of Applied Science in Management is a two-year degree for students who intend to seek employment upon graduation rather than transfer to a university. Level I certification exposes students to fundamental business concepts. Level II certification provides more in depth business content. Career areas may include: office manager, assistant personnel manager, wholesale and retail sales, service manager, production supervisor, assistant purchasing agent, and insurance agent.

Accreditation

The Associate of Applied Science degree is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Prerequisites

The student will need to demonstrate proficiencies in reading, English, and mathematics based on the COMPASS assessment test, ACT or SAT scores, or by taking the recommended/required classes. Some of the courses in this curriculum have specific prerequisites.

General Education (GE) Courses

In order to graduate with a college degree, students are required to take certain general education courses. These include PSYC100 First Year Seminar, and ENGL101 English Composition I, COMM213 Interpersonal Communication or MGMK135 Human Relations and Supervision, CSIS100 Computer Concepts and Applications. Other general education electives may be required to meet degree requirements.

Program Core Courses

MGMK101 Intro to Business, CSIS100 Computer Concepts and Applications, ACCT108 College Accounting, MGMK147 Intro to Management, and MGMK136 Marketing are core requirements for this degree.

Program Elective Courses

Several electives are available in Marketing/Management, Accounting, Computer Science, and Office Technology.

Program Outcomes

All program outcomes are included in Level I certification. Level II certification provides more in depth content for program outcomes 2-7.

1. Evaluate several theories of management.
2. Discuss different kinds of planning as related to different levels of management.
3. Describe the importance of conducting an environmental scan and/or a SWOT analysis as related to proactive planning.
4. Evaluate elements of the organizing process.
5. Compare the informal organization to the formal organization.
6. Explain the role of managers and employees in creating an organizational culture.
7. Evaluate elements of the staffing function.
8. Contrast several theories of motivation.
9. Evaluate the benefits and costs of team-based management.
10. Analyze the main elements of a control process.

Course Sequence

The following list is a recommended sequence of courses for full-time students. Part-time students or those that have transferred courses from another school should generally complete the courses listed under Semester I before moving on to Semester II. Please be sure to consult the course descriptions. The student should consult with an advisor for information specific to their academic situation. Many courses are offered day and evening on both campuses and online.

Recommended Sequence of Courses

(Fall) Semester I		Cr Hrs
MGMK 101	Intro to Business	3
ACCT 108	College Accounting	3
CSIS 100	Computer Concepts and Applications	3
ENGL 101	English Composition I	3
PSYC 100	First Year Seminar	1
	Approved Business Program Electives	3
	Total	16

(Spring) Semester II

COMM 213	Interpersonal Communications or	
MGMK 135	Human Relations and Supervision	3
MGMK 147	Intro to Management	3
ACCT 201	Financial Accounting I	3
MGMK 251	Marketing	3
ECON 201	Macroeconomics	3
	Total	15

Level I Certificate Credits 30-33

(Fall) Semester III

MGMK 141	Mid-Management Field Study	2
CSIS 117	Intro to Web Page Design	1
ACCT 202	Managerial Accounting	3
MGMK 105	Small Business Management	3
BUSI 118	Business Communications	3
	Approved Business Program Electives	5
	Total	17

Level II Certificate Credits 46-49

(Spring) Semester IV

COMM 207	Fundamentals of Speech	3
SOSC 101	American Government	3
MATH 113	College Algebra	3
PSYC 155	General Psychology	3
	Approved Business Program Electives	4
	Total	16

Associate of Applied Science Degree Program Credits 64

This curriculum is not designed for students who wish to transfer.

For more information contact:

Program advisor
Richard Webber, 620-431-2820, ext. 284
rwebber@neosho.edu

Marketing Program Sheet

Marketing

Level I and Level II Certificates Associate of Applied Science

The Associate of Applied Science in Marketing is a two-year degree for students who intend to seek employment upon graduation rather than transfer to a university. Level I certification exposes students to fundamental marketing concepts. Level II certification provides more in depth marketing content. Career areas may include: office manager, assistant personnel manager, wholesale and retail sales, service manager, warehouse manager, assistant purchasing agent, media specialist, and real estate salesperson.

Accreditation

The Associate of Applied Science degree is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Prerequisites

The student will need to demonstrate proficiencies in reading, English, and mathematics based on the COMPASS assessment test, ACT or SAT scores, or by taking the recommended/required classes. Some of the courses in this curriculum have specific prerequisites.

General Education (GE) Courses

In order to graduate with a college degree, all students are required to take certain general education courses. These include PSYC100 First Year Seminar, ENGL101 English Composition I, MGMK135 Human Relations and Supervision or COMM213 Interpersonal Communication, and CSIS100 Computer Concepts and Applications. Other general education electives may be required to meet degree requirements.

Program Core Courses

MGMK101 Intro to Business, CSIS100 Computer Concepts and Applications, ACCT108 College Accounting, MGMK132 Principle of Salesmanship, and MGMK136 Marketing are core requirements for this degree.

Program Elective Courses

Several electives are available in Marketing/Management, Accounting, Computer Science, and Office Technology.

Program Outcomes

All program outcomes are included in Level I certification. Level II certification synthesizes and applies these program outcomes.

1. Describe the importance of conducting an environmental scan and/or a SWOT analysis as related to proactive planning.
2. Contrast differences that exist between consumer and organizational buying behavior.
3. Evaluate methods for identifying market segments and targets.
4. Explain the product life-cycle concept and relate a marketing strategy to each stage.
5. Discuss several pricing strategies.
6. Explain what is meant by a marketing channel of distribution.
7. Describe factors considered by marketing executives when selecting and managing a marketing channel.
8. Evaluate the unique characteristics of each promotional mix element.
9. Discuss the main elements of the personal selling process.
10. Explain the relationship of supply to demand as related to pricing.

Course Sequence

The listing that follows is a recommended sequence of courses for full-time students. Part-time students or those that have transferred courses from another school should generally complete the courses listed under Semester I before moving on to Semester II. Please be sure to consult the course descriptions. The student should consult with an advisor for information specific to their academic situation. Many courses are offered day and evening on both campuses and online.

Recommended Sequence of Courses

(Fall) Semester I		Cr Hrs
MGMK 101	Intro to Business	3
ACCT 108	College Accounting	3
CSIS 100	Computer Concepts and Applications	3
ENGL 101	English Composition I	3
PSYC 100	First Year Seminar	1
	Approved Business Program Electives	3
	Total	16

(Spring) Semester II

COMM 213	Interpersonal Communications or	
MGMK 135	Human Relations and Supervision	3
MGMK 132	Principles of Salesmanship	3
ACCT 201	Financial Accounting I	3
MGMK 251	Marketing	3
ECON 201	Macroeconomics	3
	Total	15

Level I Certificate Credits 30-33

(Fall) Semester III

MGMK 138	Marketing Education Field Study	2
CSIS 117	Intro to Web Page Design	1
ACCT 202	Managerial Accounting	3
MGMK 105	Small Business Management	3
BUSI 118	Business Communications	3
	Approved Business Program Electives	5
	Total	17

Level II Certificate Credits 46-49

(Spring) Semester IV

COMM 207	Fundamentals of Speech	3
SOSC 101	American Government	3
MATH 113	College Algebra	3
PSYC 155	General Psychology	3
	Approved Business program Electives	4
	Total	16

Associate of Applied Science Degree Program Credits **64**

This curriculum is not designed for students who wish to transfer.

For more information contact:

Program advisor
Richard Webber, 620-431-2820, ext. 284
rwebber@neosho.edu

Program Assessment Methods

A variety of assessment methods have been used within the programs. Individual instructors are free to employ assessment methods of their choice. Concurrent instructors who do not have a master's degree are required to use a common final exam, but to date there have been no requests for the common final. The following list is a sample of assessment methods used in the core courses:

- Exams – Written, multiple choice, T/F, graphing, calculations
- Business Plan – Writing a business plan
- Marketing Plan – Writing a marketing plan
- Projects – Creating a poster, prototype, writing, or presentation
- SWOT Analysis – Strength, Weakness, Opportunity, Threats
- Group Projects – Performing any other assessment method as a team
- Case Studies – Analyzing a topic related case.
- Class Discussion – Credit

Program Outcomes and Matrix

AAS MANAGEMENT PROGRAM OUTCOMES

1. Evaluate several theories of management.
2. Discuss different kinds of planning as related to different levels of management.
3. Describe the importance of conducting an environmental scan and/or a SWOT analysis as related to proactive planning.
4. Evaluate elements of the organizing process.
5. Compare the informal organization to the formal organization.
6. Explain the role of managers and employees in creating an organizational culture.
7. Evaluate elements of the staffing function.
8. Contrast several theories of motivation.
9. Evaluate the benefits and costs of team-based management.
10. Analyze the main elements of a control process.

Table 3: AAS Management Program Outcomes Matrix

Course Number	Course Name	Program Outcome									
		1	2	3	4	5	6	7	8	9	10
MGMK101	Intro. To Business			CO3 CO5		CO3	CO3	CO4	CO4		CO6
MGMK147	Intro. To Management	CO1	CO2	CO2	CO3	CO3, CO4	CO4, CO5	CO4	CO4, CO5	CO5, CO6	CO6
MGMK135	Hum. Rel. and Super.	CO1				CO1	CO5		CO3	CO5	
MGMK136	Marketing			CO1							
MGMK141	Mid-Mgmt Field Study		CO1			CO1	CO1				
MGMK105	Sm. Bus. Management		CO6	CO3	CO3	CO3	CO6	CO6			

CO = Course Outcome Number

AAS MARKETING PROGRAM OUTCOMES

1. Describe the importance of conducting an environmental scan and/or a SWOT analysis as related to proactive planning.
2. Contrast differences that exist between consumer and organizational buying behavior.
3. Evaluate methods for identifying market segments and targets.
4. Explain the product life-cycle concept and relate a marketing strategy to each stage.
5. Discuss several pricing strategies.
6. Explain what is meant by a marketing channel of distribution.
7. Describe factors considered by marketing executives when selecting and managing a marketing channel.
8. Evaluate the unique characteristics of each promotional mix element.
9. Discuss the main elements of personal selling.
10. Explain the relationship of supply to demand as related to pricing.

Table 4: AAS Marketing Program Outcomes Matrix

Course Number	Course Name	Program Outcome									
		1	2	3	4	5	6	7	8	9	10
MGMK101	Intro. To Business	CO3, CO5	CO5	CO5	CO5	CO5	CO5	CO5	CO5	CO5	CO5
MGMK132	Prin. Of Salesmanship	CO2	CO2	CO2	CO2				CO2	CO1	
MGMK135	Hum. Rel. and Super.		CO2								
MGMK136	Marketing	CO3	CO2	CO3	CO4	CO5	CO6	CO6	CO6	CO6	CO5
MGMK138	Marketing Ed. Field Study		CO1	CO1							
MGMK105	Small Bus. Management	CO1	CO3	CO3	CO3	CO5	CO5	CO5	CO5		CO5

CO = Course Outcome Number

Assessments – Course and Program

Course Assessment – Both Management & Marketing Core

Assessment goals have been set at 70% in all of the following core courses. Weighted average mean scores for each outcome in each core course are presented below.

Table 5: ACCT 108 – College Accounting Assessment

	10-11	11-12	12-13	13-14	14-15
CO1	86	90	82	83	94
CO2	82	86	87	88	81
CO3	78	84	79	80	81
CO4	70	66	73	74	71
CO5	74	81	79	71	81

Accounting assessment scores are relatively stable.

Table 6: CSIS 100 – Computer Concepts and Applications Assessment

	10-11	11-12	12-13	13-14	14-15
CO1	86	86	88	91	89
CO2	86	86	87	90	92
CO3	84	85	87	90	87
CO4	85	85	95	84	82
CO5	84	83	86	81	79
CO6	72	75	83	78	83
CO7	62	63	73	79	85
CO8	80	85	91	84	84
CO9	76	79	87	81	83
CO10	83	86	90	86	NA

Computer Concepts and Application scores are stable.

Table 7: MGMK 101 – Introduction to Business Assessment

	10-11	11-12	12-13	13-14	14-15
CO1	80	76	80	82	84
CO2	76	72	69	74	72
CO3	71	64	64	66	73
CO 4	71	69	59	73	81
CO 5	77	78	60	71	80
CO 6	77	70	68	75	82

The year 2012-13 was Richard Webber's first year teaching in the business program and the scores reflect his inexperience. Scores since then are trending up and currently in the same range as other experienced faculty.

Course Assessment – Marketing Only Core

Table 8: MGMK 251 (Prior MGMK 136) – Marketing Assessment

	10-11	11-12	12-13	13-14	14-15
CO1	74	66	79	84	80
CO2	65	62	77	84	76
CO3	59	67	72	86	81
CO4	81	86	68	86	99
CO5	69	61	71	89	80
CO6	82	72	65	93	93

The first two years of data have many scores below target. This was prior to current faculty teaching and what happened during this time period is unknown. The recent trend is stable, and if anything, possibly too high.

Table 9: MGMK 132 – Principles of Sales Assessment

	10-11	11-12	12-13	13-14	14-15
CO	NA	NA	NA	NA	NA

Principles of Sales was not on the course rotation during the study period. It was recently revised and will return to the rotation in the fall of 2016.

Course Assessment – Management Only Core

Table 10: MGMK 147 – Introduction to Management Assessment

	10-11	11-12	12-13	13-14	14-15
CO1	64	60	NA	86	78
CO2	80	80	NA	91	81
CO3	71	67	NA	83	75
CO4	77	77	NA	78	77
CO5	68	63	NA	90	76
CO6	70	82	NA	77	73

Introduction to Management scores are stable.

Program Assessments

Table 11: Management Program Outcomes Assessment

	11-12	12-13	13-14	14-15
PO 1	60	88	80	78
PO 2	72	77	83	83
PO 3	71	66	72	78
PO 4	65	78	80	79
PO 5	67	69	71	76
PO 6	68	69	73	77
PO 7	71	62	74	81
PO 8	69	65	76	79
PO 9	73	87	83	75
PO 10	73	68	75	79
Weighted Average	70	68	75	79

Table 12: Marketing Program Outcomes Assessment

	11-12	12-13	13-14	14-15
PO 1	70	64	70	78
PO 2	74	69	75	80
PO 3	75	65	75	81
PO 4	78	64	74	84
PO 5	73	64	74	81
PO 6	75	63	75	83
PO 7	75	63	75	83
PO 8	75	63	75	83
PO 9	77	61	75	83
PO 10	73	64	74	81
Weighted Average	75	65	74	82

Management and Marketing Program assessment results indicate the goal of 70% has been exceeded in all outcomes in both the Management and the Marketing Programs over the last two study years. The overall trend is positive. The year 2012-13 was Richard Webber's first year teaching in the business and Marketing programs and the scores reflect his inexperience. Scores since then are trending up and currently in the same range as other experienced faculty

Efforts to Stay Current in Curriculum

Several resources are available in efforts to stay current in the MGMK program. The Business and Technology Advisory Board provides input into the program in regard to the latest trends

in business and industry. Board members report preferences and use of industry-standard software and technology, including Office 2013/2016, QuickBooks, and online resources.

Faculty members are active in all relevant course discussion and revisions as part of the Kansas Core Outcomes Group.

Faculty members within the program take advantage of professional development opportunities in an effort to stay current.

Faculty members take part in a few industry and discipline specific conferences. Attendance is limited by the lack of funding and limited time.

Professional Development Barriers

The limiting factor in Professional Development as part of the Management and Marketing Programs is funding for discipline specific training or conferences.

SECTION 3: DATA—ENROLLMENT AND RESOURCES

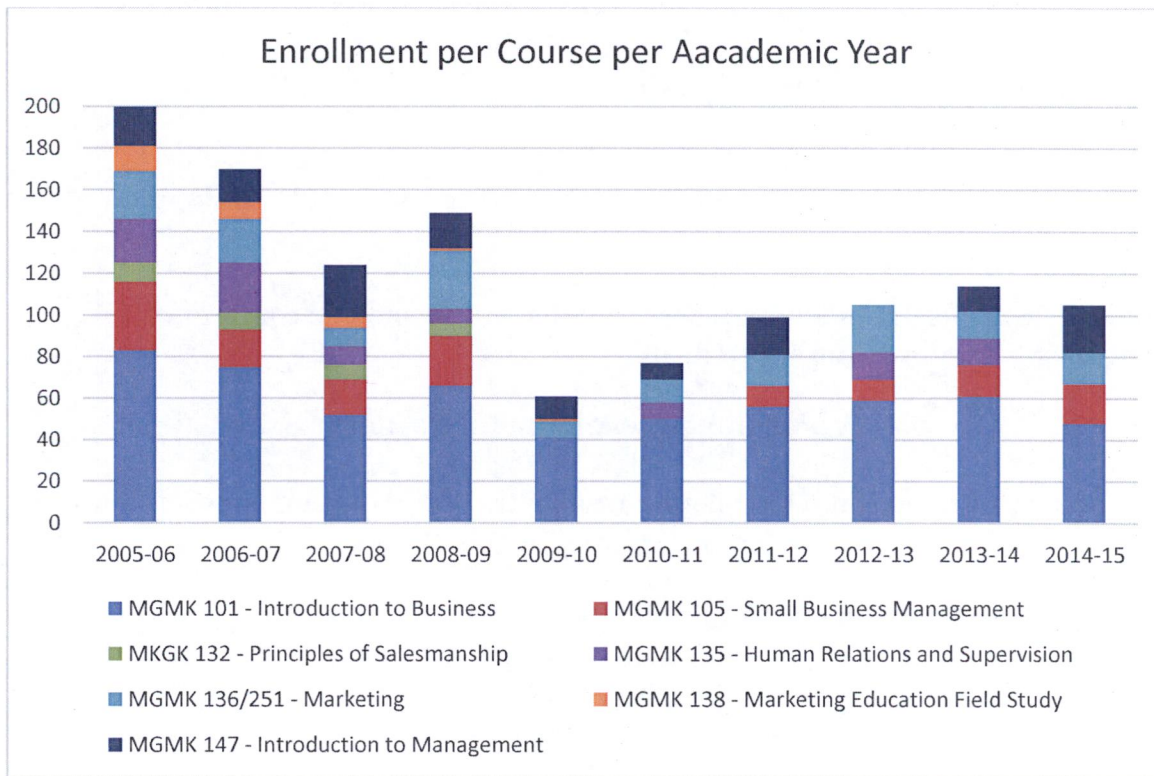
Enrollment Enrollment per Course Headcount

Table 13: Headcount/ Course/ Academic Year

Headcount / Course / Academic Year	05- 06	06- 07	07- 08	08- 09	09- 10	10- 11	11- 12	12- 13	13- 14	14- 15	Total 2010- 15	Ave
MGMK 101 Introduction to Business	83	75	52	66	41	50	56	59	61	48	274	55
MGMK 105 Small Business Management	33	18	17	24	0	0	10	10	15	19	54	11
MKGG 132 Principles of Sales	9	8	7	6	0	0	0	0	0	0	0	0
MGMK 135 Human Relations and Supervision	21	24	9	7	0	8	0	13	13	0	34	7
MGMK 136 /251 Marketing	23	21	9	28	8	11	15	23	13	15	77	15
MGMK 138 Marketing Ed. Field Study	12	8	5	1	1	0	0	0	0	0	0	0
MGMK 147 Introduction to Management	19	16	25	17	11	8	18	0	12	23	61	12
TOTALS	200	170	124	149	61	77	99	105	114	105	500	

Note: Only study years 2010-11 to 2014-15 are included in totals. Older data for historical reference.

Figure 1: Headcount per Course per Academic Year



Historical information was included to show the effect of a full time instructor on the Ottawa campus. In the fall of 2009 Dave Fewins retired from the Chanute Campus, and Mark Watkins moved from Ottawa to Chanute. The Ottawa position was not replaced.

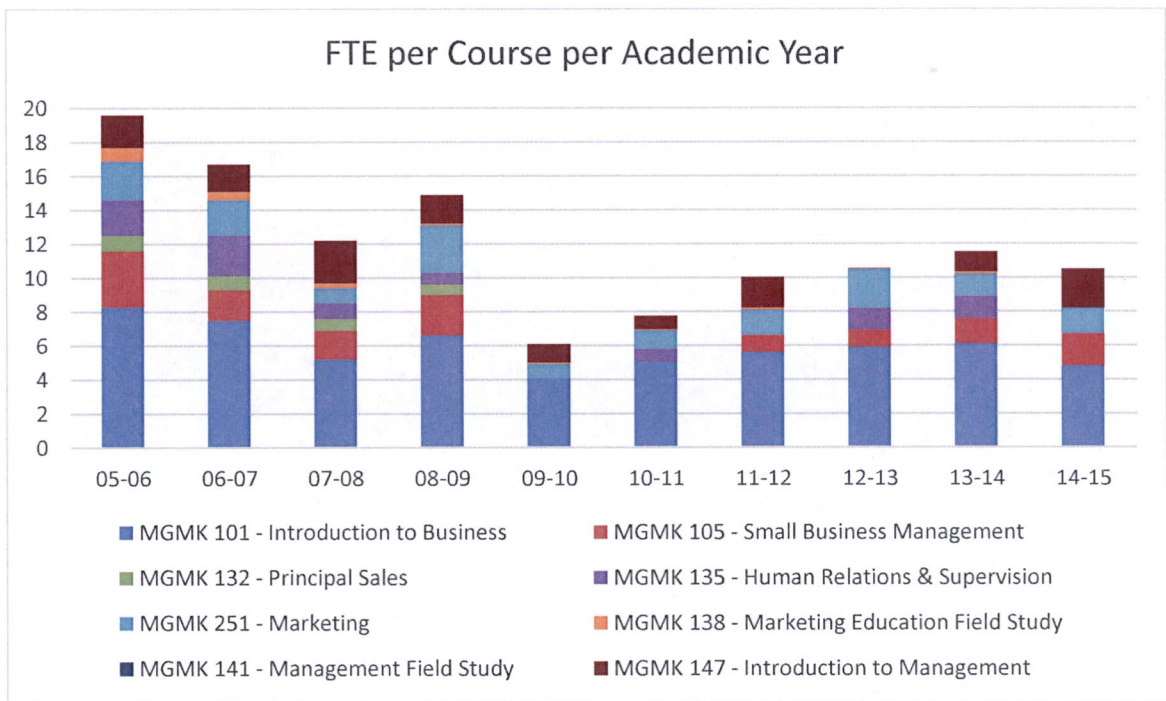
***Credit Hours Generated
FTE Per Course***

Table 14: FTE / Course / Academic Year

FTE/ Course/ Academic Year (Generated Hrs/30)	05- 06	06- 07	07- 08	08- 09	09- 10	10- 11	11- 12	12- 13	13- 14	14- 15	TOTALS 2010-11 to 2014-15
MGMK 101 - Introduction to Business	8.3	7.5	5.2	6.6	4.1	5.0	5.6	5.9	6.1	4.8	27.4
MGMK 105 - Small Business Management	3.3	1.8	1.7	2.4	0.0	0.0	1.0	1.0	1.5	1.9	5.4
MGMK 132 - Principal Sales	0.9	0.8	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MGMK 135 - Human Relations & Supervision	2.1	2.4	0.9	0.7	0.0	0.8	0.0	1.3	1.3	0.0	3.4
MGMK 251 - Marketing	2.3	2.1	0.9	2.8	0.8	1.1	1.5	2.3	1.3	1.5	7.7
MGMK 138 - Marketing Education Field Study	0.8	0.5	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.4
MGMK 141 - Management Field Study	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MGMK 147 - Introduction to Management	1.9	1.6	2.5	1.7	1.1	0.8	1.8	0.0	1.2	2.3	6.1
Totals	20	17	12	15	6	8	10	11	12	11	50

Note: Only study years 2010-11 to 2014-15 are included in totals. Older data for historical reference.

Figure 2: FTE per Course per Academic Year



The above data represents only management and marketing courses taught as part of the programs. CSIS 100 and ACCT 108 were not included as the high enrollment skewed the data. While they are program core courses they are not on the program matrix, and are not under the control of the management and marketing director. Most MGМК courses are offered on a rotation basis either online or on campus every academic year. A few courses are on a two year rotation or are taught “on demand”.

Grade Distribution Per Course with Withdraw Numbers and Percentages

Table 15: Grade Distribution by Course with Withdraw

ACCT 108 - College Accounting						
GRADE/YEAR	10-11	11-12	12-13	13-14	14-15	TOTALS
A	25	20	24	20	32	121
B	7	16	12	10	13	58
C	4	10	10	9	7	40
D	5	5	6	5	3	24
F	7	4	13	5	3	32
I	0	0	0	0	0	0
W	8	4	4	3	2	21
WA	0	1	1	2	0	4
TOTALS	56	60	70	54	60	300
ENROLLMENT	56	60	70	54	60	300
WITHDRAWS	8	5	5	5	2	25
WITHDRAW %	14%	8%	7%	9%	3%	8%

CSIS 100 - Computer Concepts & Applications						
GRADE/YR	10-11	11-12	12-13	13-14	14-15	TOTALS
A	113	154	137	128	175	707
B	62	69	74	88	82	375
C	36	58	36	47	49	226
D	21	21	19	8	19	88
F	49	75	55	41	44	264
I	0	0	0	0	0	0
W	22	21	26	10	10	89
WA	12	2	7	4	4	29
TOTALS	315	400	354	326	383	1778
ENROLLMENT	315	400	354	326	383	1778
WITHDRAWS	34	23	33	14	14	118
WITHDRAW %	11%	6%	9%	4%	4%	7%

MGMK 101 - Intro to Business						
GRADE/YR	10-11	11-12	12-13	13-14	14-15	TOTALS
A	3	3	14	21	17	58
B	13	21	22	17	15	88
C	12	10	9	14	8	53
D	5	13	5	1	4	28
F	10	5	4	5	4	28
I	0	0	0	0	0	0
W	7	4	5	2	0	18
WA	0	0	0	1	0	1
TOTALS	50	56	59	61	48	274
ENROLLMENT	50	56	59	61	48	274
WITHDRAWS	7	4	5	3	0	19
WITHDRAW %	0%	7%	8%	5%	0%	7%

MGMK 105 - Small Business Management						
GRADE/YR	10-11	11-12	12-13	13-14	14-15	TOTALS
A	0	0	3	4	7	14
B	0	1	3	3	9	16
C	0	1	1	4	1	7
D	0	2	1	3	0	6
F	0	3	1	0	2	6
I	0	0	0	0	0	0
W	0	3	1	0	0	4
WA	0	0	0	1	0	1
TOTALS	0	10	10	15	19	54
ENROLLMENT	0	10	10	15	19	54
WITHDRAWS	0	3	1	1	0	5
WITHDRAW %	0%	30%	10%	7%	0%	9%

MGMK 132 - Principal Sales						
GRADE/YR	10-11	11-12	12-13	13-14	14-15	TOTALS
A	0	0	0	0	0	0
B	0	0	0	0	0	0
C	0	0	0	0	0	0
D	0	0	0	0	0	0
F	0	0	0	0	0	0
I	0	0	0	0	0	0
W	0	0	0	0	0	0
WA	0	0	0	0	0	0
TOTALS	0	0	0	0	0	0
ENROLLMENT	0	0	0	0	0	0
WITHDRAWS	0	0	0	0	0	0
WITHDRAW %	0%	0%	0%	0%	0%	0%

MGMK 135 - Human Relations & Supervision						
GRADE/YR	10-11	11-12	12-13	13-14	14-15	TOTALS
A	0	0	5	2	0	7
B	4	0	5	5	0	14
C	3	0	0	2	0	5
D	0	0	0	1	0	1
F	1	0	1	2	0	4
I	0	0	0	0	0	0
W	0	0	2	1	0	3
WA	0	0	0	0	0	0
TOTALS	8	0	13	13	0	34
ENROLLMENT	8	0	13	13	0	34
WITHDRAWS	0	0	2	1	0	3
WITHDRAW %	0%	0%	15%	8%	0%	9%

MGMK 138 - Marketing Education Field Study						
GRADE/YR	10-11	11-12	12-13	13-14	14-15	TOTALS
A	1	2	1	2	0	6
B	0	0	0	0	0	0
C	0	0	0	0	0	0
D	0	0	0	0	0	0
F	0	0	0	0	0	0
I	0	0	0	0	0	0
W	0	0	0	0	0	0
WA	0	0	0	0	0	0
TOTALS	1	2	1	2	0	6
ENROLLMENT	1	2	1	2	0	6
WITHDRAWS	0	0	0	0	0	0
WITHDRAW %	0%	0%	0%	0%	0%	0%

MGMK 251 - Marketing						
GRADE/YR	10-11	11-12	12-13	13-14	14-15	TOTALS
A	0	0	10	7	5	22
B	0	6	1	3	5	15
C	5	3	1	2	1	12
D	2	1	0	0	1	4
F	3	4	8	1	1	17
I	0	0	0	0	1	1
W	1	1	3	0	1	6
WA	0	0	0	0	0	0
TOTALS	11	15	23	13	15	77
ENROLLMENT	11	15	23	13	15	77
WITHDRAWS	1	1	3	0	1	6
WITHDRAW %	9%	7%	13%	0%	7%	8%

MGMK 141 - Management Field Study						
GRADE/YR	10-11	11-12	12-13	13-14	14-15	TOTALS
A	0	0	0	0	0	0
B	0	0	0	0	0	0
C	0	0	0	0	0	0
D	0	0	0	0	0	0
F	0	0	0	0	0	0
I	0	0	0	0	0	0
W	0	0	0	0	0	0
WA	0	0	0	0	0	0
TOTALS	0	0	0	0	0	0
ENROLLMENT	0	0	0	0	0	0
WITHDRAWS	0	0	0	0	0	0
WITHDRAW %	0%	0%	0%	0%	0%	0%

MGMK 147 - Intro to Management						
GRADE/YR	10-11	11-12	12-13	13-14	14-15	TOTALS
A	1	0	0	5	7	13
B	1	7	0	3	8	19
C	2	7	0	3	4	16
D	3	2	0	0	1	6
F	0	1	0	0	3	4
I	0	0	0	0	0	0
W	1	1	0	1	0	3
WA	0	0	0	0	0	0
TOTALS	8	18	0	12	23	61
ENROLLMENT	8	18	0	12	23	61
WITHDRAWS	1	1	0	1	0	3
WITHDRAW %	13%	6%	0%	8%	0%	5%

Headcount by Site, Day / Night

Headcount

The following data includes all of the courses in both the degree core and the program matrix. Non-management and marketing courses include CSIS 100 and ACCT 108. Both of these courses have high enrollment. Historical information is included for the management program, but is not included in the totals.

Table 16: Management Program Headcount Generated by Site

Headcount/ Site-Time/ Academic Year	05-06	06-07	07-08	08-09	09-10	10-11	11-12	12-13	13-14	14-15	TOTALS
Chanute - Day	163	132	94	97	30	147	181	154	157	253	892
Chanute - Night	0	0	0	0	0	19	0	20	16	0	55
Chanute - Outreach						0	0	0	0	6	6
Ottawa - Day	14	0	0	0	0	23	35	33	16	28	135
Ottawa - Night	23	19	12	0	0	19	33	29	22	9	112
Ottawa - Outreach						29	16	16	19	18	98
Online	0	19	46	71	31	211	294	277	264	225	1271
Hybrid						0	0	0	0	9	9
TOTALS	200	170	152	168	61	448	559	529	494	548	2578

Figure 3: Management Program Headcount Generated by Site

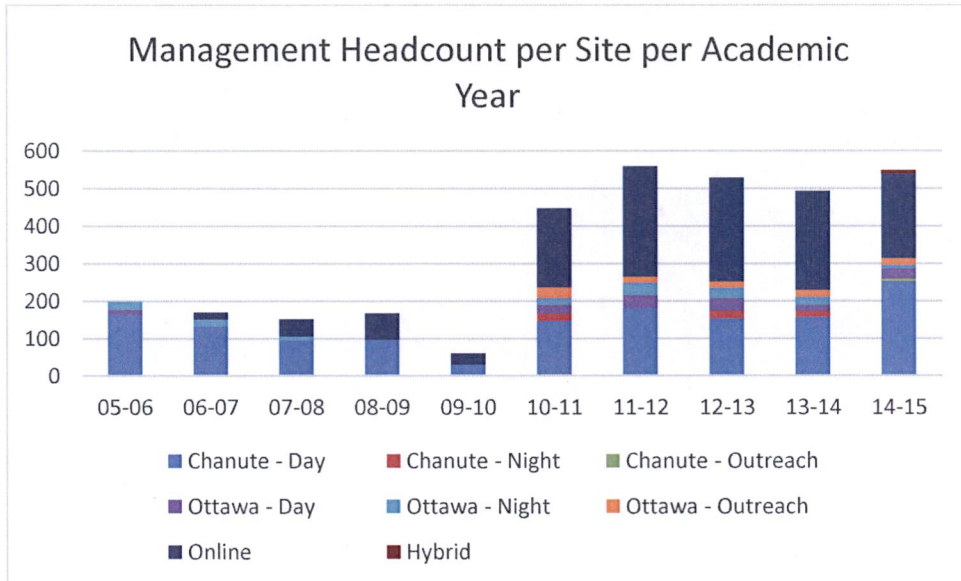
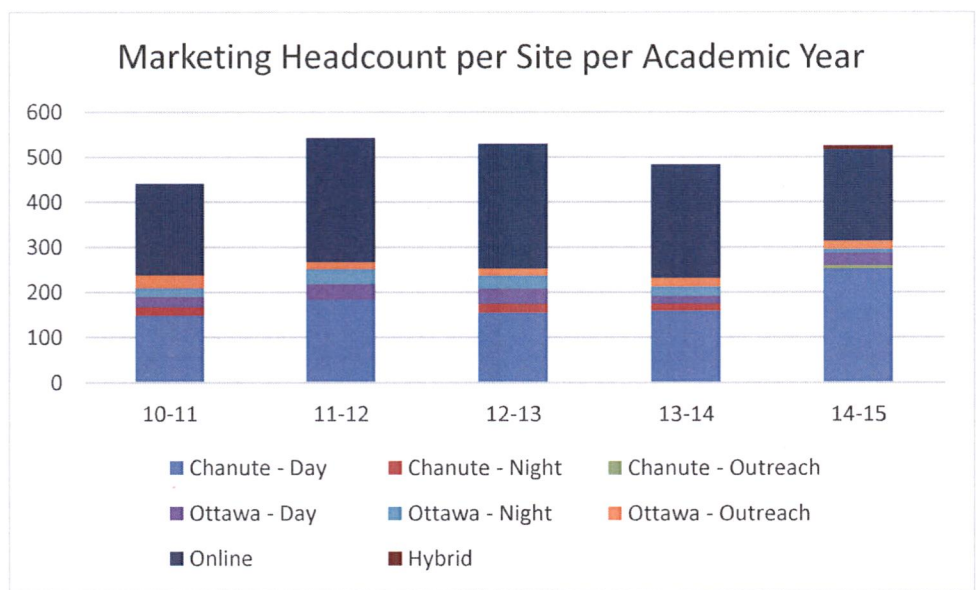


Table 17: Marketing Program Headcount Generated by Site

Headcount/Site-Time/Academic Year	10-11	11-12	12-13	13-14	14-15	TOTALS
Chanute - Day	148	183	155	159	253	898
Chanute - Night	19	0	20	16	0	55
Chanute - Outreach	0	0	0	0	6	6
Ottawa - Day	23	35	33	16	28	135
Ottawa - Night	19	33	29	22	9	112
Ottawa - Outreach	29	16	16	19	18	98
Online	203	276	277	252	202	1210
Hybrid	0	0	0	0	9	9
TOTALS	441	543	530	484	525	2523

Figure 4: Marketing Program Headcount Generated by Site



Credit Hours Generated

Table 18: Management Credit Hours Generated by Site

Generated Hours/Site-Time/Academic Year	05-06	06-07	07-08	08-09	09-10	10-11	11-12	12-13	13-14	14-15	TOTALS
Chanute - Day	477	388	277	290	89	441	543	462	471	759	2676
Chanute - Night	0	0	0	0	0	57	0	60	48	0	165
Chanute - Outreach						87	48	48	57	54	294
Ottawa - Day	42	0	0	0	0	69	105	99	48	84	405
Ottawa - Night	69	57	36	0	0	57	99	87	66	27	336
Ottawa - Outreach							0	0	0	18	18
Online	0	57	54	156	93	633	882	831	792	675	3813
Hybrid						0	0	0	0	27	27
TOTALS	588	502	367	446	182	1344	1677	1587	1482	1644	7734

Figure 5: Management Credit Hours Generated by Site

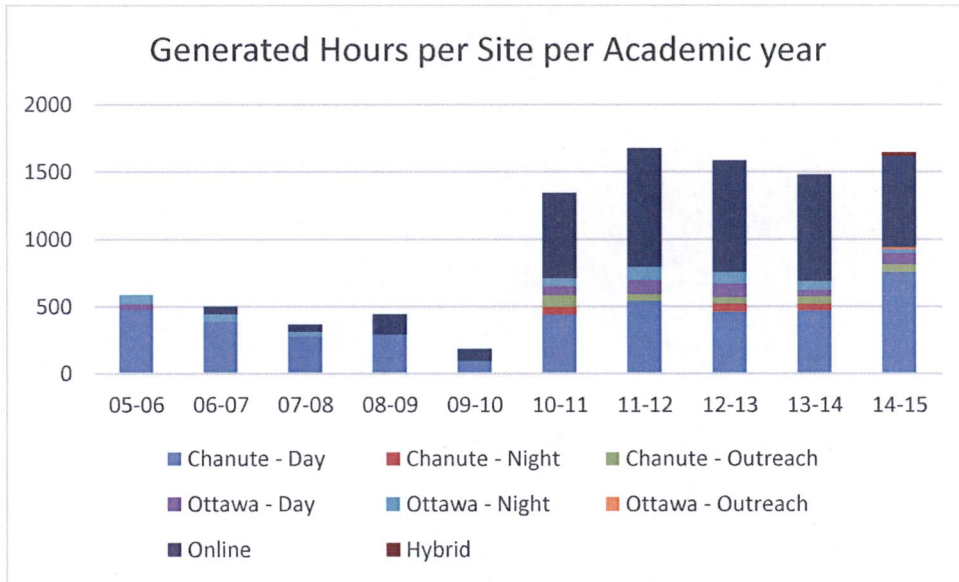
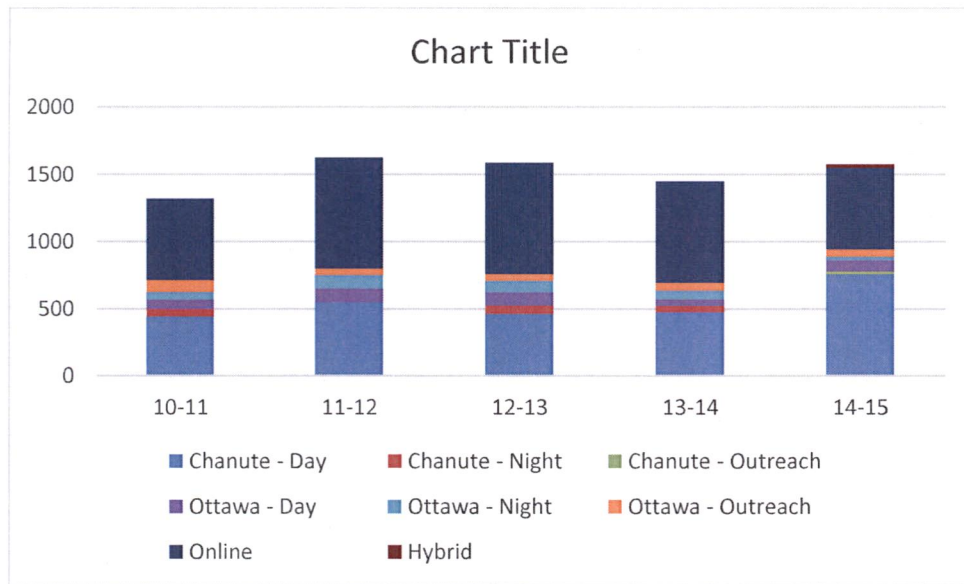


Table 19: Marketing Credit Hours Generated by Site

Generated Hours/ Site-Time/ Academic Year	10-11	11-12	12-13	13-14	14-15	TOTALS
Chanute - Day	443	547	464	475	759	2688
Chanute - Night	57	0	60	48	0	165
Chanute - Outreach	0	0	0	0	18	18
Ottawa - Day	69	105	99	48	84	405
Ottawa - Night	57	99	87	66	27	336
Ottawa - Outreach	87	48	48	57	54	294
Online	609	828	831	756	606	3630
Hybrid	0	0	0	0	27	27
TOTALS	1322	1627	1589	1450	1575	7563

Figure 6: Marketing Credit Hours Generated by Site



Instructor Information

The only Full-time faculty members who taught courses within the MGMK program matrix at some time during the review period was Mark Watkins and his direct replacement Richard Webber. The full-time Ottawa business instructor position and another Chanute positions remain vacant. Several part-time adjunct instructors taught courses in the program during this time period. Note that due to the high enrollment skewing numbers, core ACCT and CSIS courses were not counted in these totals, only MGMK courses on the program matrix.

Table 20: Management Program Matrix Courses Instructor Information

Management Program Instructors	Hours	% of Hours	Headcount	% of Headcount	Total Hours	% of Total Hours
Mark Watkins	42		196		588	
Richard Webber	45		239		717	
Total Full-Time	87	81%	435	84%	1305	84%
Kerrie Coomes	6		26		78	
Tammy Crays	15		59		177	
Total Part-Time	21	19%	85	16%	255	16%

Table 21: Marketing Program Matrix Courses Instructor Information

Marketing Program Instructors	Hours	% of Hours	Headcount	% of Headcount	Total Hours	% of Total Hours
Mark Watkins	42		173		516	
Richard Webber	42		277		681	
Total Full-Time	84	85%	450	88%	1197	87%
Kerrie Coomes	6		26		78	
Tammy Cray	9		36		108	
Total Part-Time	15	15%	62	12%	186	13%

For AAS Programs and Certificates
Students in Majors / Programs

Table 22: Declared Major by Academic Year

Declared Majors	10-11	11-12	12-13	13-14	14-15
Management	4	5	5	5	5
Marketing	3	3	10	6	2

The majority of students taking business courses at NCCC are AS degree students transferring to a university. The management and marketing numbers above only include AAS terminal degree students. NCCC makes changing majors difficult and many students are incorrectly classified.

Number of Graduates / Certificate Completers

The data reflects the number of degrees and certificates awarded annually. There are two levels of certifications included for Management and Marketing, Level 1 and Level 2.

Level 1 Certification (Management or Marketing): 30 Credit Hours

Level 11 Certification (Management or Marketing): 46 Credit Hours

Associate of Applied Science Degree (Management or Marketing): 64 Credit Hours

Table 23: Degrees and Certificates Awarded Annually

DEGREE/CERTIFICATES	AAS	MGT1	MKG1	MGT2	MKG2	TOTAL
2005-06	1	5	7	10	0	23
2006-07	0	6	3	7	2	18
2007-08	1	9	3	6	2	21
2008-09	3	0	0	5	1	9
2009-10	0	4	0	2	0	6
Totals 2005-2010	5	24	13	30	5	77
2010-11	1	2	0	2	0	5
2011-12	1	2	0	2	0	5
2012-13	0	7	0	4	0	11
2013-14	2	1	0	2	0	5
2014-15	0	3	0	3	0	6
Total 2010-2015	4	15	0	13	0	32

Job Placement

Recent polling results from business graduates. These results are similar to past surveys.

Table 24: Job Placement Survey Results

	Continuing Education	Employed in a Related Field	Employed in an Unrelated Field	Unknown	Total
2010-11	2	3			5
2011-12	1	2	1 (Pro Baseball)	1	5
2012-13	6	2	2	1	11
2013-14	1	3		1	5
2014-15	3	2		1	6

Licensure Exam Pass Rates

Neither Management nor Marketing has a licensure requirement.

For AS, AA, AGS Programs
Transfer Information from State Universities

Only the AS degree is intended to transfer, and this report covers the management and marketing AAS degrees. This information is included here as a courtesy only. Most courses will transfer without problems but may transfer as a business elective or require validation by taking a higher level course in the marketing or management area at the higher level institution. Four-year universities have a tendency to number management and marketing courses as 300 or 400 level courses which causes transfer issues.

Table 25: Transfer Equivalencies for AAS-MGMK Core Courses (As of 4.1.11)

NCCC	ESU	FHSU	KU	KSU	PSU	Washburn	WSU
ACCT 108	100T3 Acct Elective	Elective	College Accounting	Elective	Accounting Elective	Elective	ACCT 108 College Acct
ACCT 201	AC 223	ACCT 203	Financial Accounting I	ACCTG 231 and ACCTG 241	ACCTG 201	AC 224	ACCT 210
ACCT 202	AC 233	ACCT 204	Managerial Accounting		ACCTG 202	AC 225	ACCT 220
CSIS 100	IS 113 (Required for business majors)	CIS 101 (FHSU Gen. Ed. Course)	Microcomp Bus Applic	CIS 104	CSIS 101 (Business Elective)	Lower Division Elective	CSIS 100
CSIS 130	Business Elective	CIS 101 (FHSU Gen. Ed. Course)	DOES NOT TRANSFER	MANGT-1	CSIS 130 (Required for business majors)	101 Comp Competency & Internet	CSIS 130
ECON 200	BC 104	ECFI 201	ECON 142	ECON 120	ECON 200	EC 201	ECON 202
ECON 201	BC 103	ECFI 202	ECON 144	ECON 110	ECON 201	EC 200	ECON 201
MGMK 101	BU140A	MGT 101	Intro. to Business	GENBA 101 Business Orientation	MGMKT 101	BU 101	MGMK 101
MGMK105	100T3 Bus Elective	Elective	Small Business Management	Elective	Elective	Bus Startups & Ent	ENTR 160 Intro Entre
MGMK132	100T3 Marketing Elective	Elective	Principles of Sales	Elective	Management/Marketing Elective	Elective	MGMK 132 Princ Salesmanship
MGMK135	100T3 Business Elective	Elective	Human Relations & Supervision	Management Elective	Management/Marketing Elective	Elective	MGMK135 Human Rel/Supervsn
MGMK251	100T3 Marketing Elective	Elective	Marketing	Elective	Management/Marketing Elective	Elective	MKT 300 Marketing
MGMK147	100T3 Management Elective	Elective	Introduction to Management	Management Elective	Management/Marketing Elective	Elective	MGMT 360 Mgmt & Org Behavr

ACCT108: College Accounting, ACCT201: Financial Accounting, ACCT202: Managerial Accounting, CSIS100: Computer Concepts & Applications, CSIS130: Introduction to Computer Information Systems, ECON200: Microeconomics, ECON201: Macroeconomics, MGMK101: Introduction to Business, MGMK105: Small Business Management, MGMK132: Principles of Salesmanship, MGMK135: Human Relations & Supervision, MGMK136: Marketing, MGMK147: Introduction to Management

Number of Students with Program Emphasis, Graduates, Non-Completers

Table 26: Graduates Meeting Program Emphasis, Non-Completers, Still Enrolled, Non-Completer

	Declared Major	AGS	AS	AAS	Cert' Only and Not Enrolled	Still Enrolled	Non-Completer	Foreign Student Non-Completer
Management	21	1	4	3	2	0	11	0
Marketing	20	0	4	0	0	6	10	6

The table above shows students that declared into either a management or marketing program, and degrees and certificates completed during the study period. To avoid double counting certificate recipients were only counted if they did not receive a degree, and only counted once independent of the number of certificates received.

There are several issues of note. Many students are misclassified and that classification is difficult to correct once declared. This program review does not include the AS majors that plan to transfer. Since the majority of business students are AS majors they were included here for data completeness. Four of the Management and four of the Marketing majors received AS degrees during the study period, showing they were misclassified. The marketing program had dwindled to one course making it impossible to complete the program requirements. Almost half of the business students declared as marketing majors, showing robust interest in the program. Six of the marketing major non-completers were foreign students that attended for one year and returned to their home country. Several of the declared major attended for one or two semesters and left for lack of academic performance. Several in this group did not take a single management or marketing course.

**Cost Information Sect 3 B
Annual Budget**

Table 27: Marketing Annual Budget

Account Number	Description	2010-11	2011-12	2012-13	2013-14	2014-15
12 1205 5 5200 626	Management/ Marketing	45,618.00	50,574.00	32,126.00	33,427.00	34,280.00
12 1205 5 5910 000	Social Security	0.00	2,858.36	2,632.31	3,124.00	2,858.60
12 1205 5 5950 000	Fringe Benefits	0.00	0.00	1,677.24	1,167.00	990.00
12 1205 5 5951 000	403(b) Match	0.00	0.00	0.00	296.00	270.00
12 1205 6 6010 000	Travel	0.00	0.00	15.70	0.00	0.00
12 1205 6 6110 000	Postage	1.83	0.00	0.45	0.00	0.00
12 1205 6 6120 000	Printing	0.00	1.26	0.00	0.00	0.00
12 1205 6 6320 000	Telephone	0.00	0.00	7.43	14.32	0.00
12 1205 6 6430 000	Copier/Lease Rental	143.68	167.46	141.54	42.72	61.12
12 1205 7 7000 000	Instructional Supplies	0.00	0.00	0.00	0.00	0.00
12 1205 7 7010 000	Office Supplies	65.48	13.86	34.31	10.43	65.03
12 1205 7 7070 000	Food		214.00	185.00	247.00	80.96
	Totals:	45,828.99	53,828.94	36,819.98	38,328.47	38,605.71

The marketing budget is shown, the management program does not have a separate budget. Many expenses in the program are paid out of other budgets. For example, overload and adjuncts are paid out of the accounting program budget. There are no additional fees for the either program directly, and most courses within the program do not assess specific fees. There are no Fund 70 account balances related to this program. This program does not currently qualify for Carl Perkins grant due to the low number of completers. This program does not utilize any outside funding.

SECTION 4: SWOT ANALYSIS

Strengths

1. Accredited by the national accrediting agency Association of Collegiate Business Schools and Programs (ACBSP). One of seven community colleges in Kansas and the only community college accredited in southeast Kansas.
2. The mission statement of the MGMK program correlates with NCCC's mission statement.
3. The MGMK program contributes to all of the institution's publicly stated purposes.
4. Assessment data provides documentation that most course and program outcomes are being met and student learning is continually improving.
5. Communication with Business and Technology Advisory Board in Chanute is occurring in an effort to monitor new trends and developments.
6. Enrollments in core courses is stable and are supported by other business programs.
7. Efforts are made to schedule courses at various times of the day, especially in Ottawa, and most courses are available online.
8. Small class sizes allow for greater student-teacher interaction.
9. Business program scholarships provide opportunities for Neosho County students to enroll in the program.
10. Courses within the program serve other programs as well. There are little additional costs involved in providing this program.
11. Facilities are adequate, with effective computer labs and software available for use within the program.
12. NCCC has a 2 + 2 cooperative program in place with Baker University, Kansas State University, Franklin University, and continues to seek new cooperative agreements.
13. Students in the program have the opportunity to participate in the Business and Innovation Club.
14. Block scheduling in Ottawa allows working adults to attend face-to-face courses.

Weaknesses

1. Richard Webber is the only full time faculty in either program outside of the core ACCT or CSIS required course that are primary to other programs.
2. There is no full-time MGMK instructor on the Ottawa campus.
3. The lack of full-time MGMK instructor on the Ottawa campus weakens NCCC's position for ACBSP accreditation.
4. The lack of full-time MGMK instructor diminishes the program's credibility and places the program at a disadvantage when attracting students.
5. The lack of full-time MGMK instructor is a barrier to proper business student advising. While Ottawa administrators advise MGMK students, their depth of knowledge may be insufficient.
6. Current full-time faculty may not be able to provide instructional support for continuing education and local industry needs should local unemployment numbers rise.
7. Lack of marketing and promotion of our programs as ACBSP accredited.
8. The loss of the Business and Technology advisory board in Ottawa.
9. The availability of adjunct instructors is limited.

10. Opportunities and pay are substantially greater with a bachelor's degree in management or marketing, therefore students are encouraged the AS transfer path.

Opportunities

1. Additional courses could be developed.
2. The program is almost fully online, with the exception of speech.
3. The program should maintain flexibility in course offerings, scheduling courses at various times and places and using various modalities in response to student and area business and industry needs.
4. Educational and training needs of business and industry could provide an excellent opportunity for growth.
5. Articulation agreements with other universities presents an opportunity for the program.
6. One-year fast track programs.
7. Collaboration with local high schools. Articulation agreements have been created with Chanute High School and Manhattan High School for the Marketing Program, and with Parson's High School for the Management Program.
8. Promotion of the program should be increased, including ACBSP accreditation, which makes it one of seven community colleges in Kansas with such distinction and the only accredited community college in southeast Kansas.
9. NCCC has an opportunity to be a leader in SEK.
10. There is an opportunity to attract students to the Ottawa campus.
11. Recruitment of non-traditional students could be increased

Threats

12. Decreased funding of the program constitutes a threat.
13. Competition from area community colleges.
14. Loss of additional faculty
15. High turnover of existing faculty, causing loss of focus within the program.
16. Low instructor salaries compared to rural peers makes hiring faculty and adjuncts difficult, especially on the Ottawa campus.

SECTION 5: JUSTIFICATION/RECOMMENDATIONS FOR PROGRAM

Maintain, Strengthen, Diminish, or Remove?

The AAS-Management and AAS-Marketing degree programs need strengthened. Business is the number one degree across higher education, comprising over 20% of college graduates (National Center for Educational Statistics, 2012). There are numerous strengths connected with the program. This program helps fulfill NCCC's mission and purposes. There are no additional resources required in maintaining the program. ACBSP accreditation provides verification of the quality of the program. Course and program assessment data document that students are learning in program courses. Students that transfer are successful at the next level.

Additional Resources Needed or Requested

- Full time faculty in the Ottawa campus.
- Additional full-time faculty on the Chanute campus.
- Modernize classroom equipment.
- Transform one classroom into a boardroom setting.
- Modernize instructor's digital resources.

References

- Accredited Council for Business Schools & Programs. (2016, february 3). *Current ACBSP Members*. Retrieved from ACBSP: http://www.acbsp.org/?page=membership_list
- National Center for Educational Statistics. (2012, February 17). *Fast Facts*. Retrieved from US Department of Education: <https://nces.ed.gov/fastfacts/display.asp?id=37>