ANNUAL REPORT
DEPARTMENT OF MANAGEMENT AND MARKETING
AY 2018-2019
EXECUTIVE SUMMARY

Strategic Highlights

In the 2018-2019 academic year we initiated a number of excellent student impact initiatives with students accompanying our faculty to conferences, attending student collegiate chapter conferences, and participating in regional and national student academic competitions. With respect to our curriculum, we executed several strategic changes made to the curriculum during the 2017-2018 academic year, and we worked to better align the curriculum offered in our core courses as part of our ongoing improvement. We also shepherded additional program changes through CoC’s approval process which will take effect in the Fall of 2019. Given our first year’s experience, we were able to work more strategically to utilize funds awarded as part of the School of Business Fee program that was introduced in the 2017-2018 academic year. The funds resulted in an increase in study abroad scholarships, student research, student extra-curricular support, and faculty and student certifications and training. The department successfully on-boarded three (3) new marketing faculty during the 2017-2018 academic year: two new assistant professors - Dr. Jennifer Barhorst, and Dr. Esta Shaw, and Visiting Instructor Jim Uchneat.

Our department continues to be a campus leader in online curricular offerings, and we continue to work as best we can with the CoC north campus to strategically offer initiatives to non-traditional students. We worked throughout the year with Dean Gibbison on curriculum changes with the North Campus programs better meeting their needs. We also continue to serve the MBA program in a variety of capacities through teaching and working with students.

Looking Ahead

The department is increasingly committed to seeking equitable resources reflective of our size and diversity. We have requested that we be “split” and recognized as two departments (we still would be the two largest in the School of Business) and we are also in need of additional staff assistance. While we would like to consider a major in management as requested by Dean Shao, we simply do not have the manpower to accomplish this. The marketing faculty would like to consider moving their program to a two track option and seek future growth in the major; however, they are totally constrained having grown rapidly since the major was added just over four years ago. The two new faculty hires in marketing this past year were replacements for faculty who vacated the lines the previous year. No new marketing faculty lines have been received in over 15 years and this is a severe constraint to future growth in the major as all sections are at full capacity.

Dr. Messal will step in as department chair in the summer of 2019 as Dr. Mack returns to the faculty after a fall semester sabbatical. No co-chair has yet been identified.

Our faculty have continued to step up in cooperation with many campus initiatives, one being the request for involvement in the CoC QEP initiative, with several teaching courses that are “sustainability related” or
“sustainability focused”, aligning with the CofC QEP.

We have worked closely with the Dean’s office in supplying needed information and feedback aiding in compliance with AACSB reporting during our year of record. Our faculty are all properly credentialed and active at all professional levels. We are quite proud of our progress during AY 2018-2019.

Rhonda Mack, Ph.D.
Chair, Management & Marketing Department
School of Business
College of Charleston

Carrie Blair Messal, Ph.D.
Associate Chair, Management & Marketing Department
School of Business
College of Charleston
The School of Business

THE MANAGEMENT, MARKETING, & INTERNATIONAL BUSINESS DISCIPLINE(S) FROM A NATIONAL PERSPECTIVE

The Department of Management and Marketing houses the Major in Business Administration (BADM), the largest major in the School of Business, and two additional majors which are also among the largest in the School and at the College of Charleston: the Major in International Business and the Major in Marketing. With the introduction of additional majors in our school in recent years, expectations were that the BADM major would decline. Nevertheless, the BADM enrollment remains strong, the International Business (INTB) major enrollment remains strong with some growth, and the Marketing (MKTG) major enrollment continues to grow. As of May 2019, the Department of Management and Marketing serviced 1208 majors. That is 57% of the majors in the School of Business (the same percentage of the previous year) and more than 10% of the student majors at the College of Charleston.

Our Department also offers Concentrations in Entrepreneurship (ENTR), Leadership, Change, and Social Responsibility (LCSR), and in Marketing (MKTG). We offer Minors in Business Administration, Entrepreneurship, Leadership, Change and Social Responsibility, and in Marketing. We service 375 students via these minors and concentrations, or 46% of the minors and concentrations in the School of Business.

We also offer courses using a number of adjuncts, usually 8 – 10 sections per semester. We offer classes face-to-face on the North Campus as part of the BPS program as well as online and hybrid courses. We remain a leader in offering online courses to serve the needs of our students in summer sessions.
ACADEMIC DEGREE PROGRAMS

Majors

• B.S. BUSINESS ADMINISTRATION
• B.S. INTERNATIONAL BUSINESS
• B.S. MARKETING

Concentrations

• Entrepreneurship
• Leadership, Change and Social Responsibility
• Marketing

Minors

• Business Administration
• Entrepreneurship
• Leadership, Change and Social Responsibility
• Marketing

Interdisciplinary programs

B. S. International Business
PROGRAM ACCOMPLISHMENTS

SCHOOL OF BUSINESS PROGRAM

PROGRAM VISION AND MISSION STATEMENT
The programs offered within the Department of Management and Marketing are quite diverse. We support the mission and vision of the School of Business across these programs. We have a very strong orientation toward global civic responsibility, intellectual innovation and creativity and synthesis. These as well as additional school goals can be evidenced by examination of our individual annual faculty reports and from reading components of this report.

SCHOOL GOALS
In previous years, the SB's learning goals centered around four areas: Global Awareness, Problem Solving Ability, Ethical Awareness and Social Responsibility, and Effective Communications. The SB recently updated the learning goals as follows:

• **COMMUNICATION SKILLS:** Students will demonstrate the ability, via both the written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

• **QUANTITATIVE FLUENCY:** Students will demonstrate development of relevant computational skills.

• **GLOBAL CIVIC RESPONSIBILITY:** Students will be able to integrate knowledge and skills in applications that facilitate student articulation and response to social, ethical, environmental and economic challenges at local, national and international levels.

• **INTELLECTUAL INNOVATION AND CREATIVITY:** Students will be able to demonstrate their resourcefulness and originality in addressing unscripted problems by applying and building upon knowledge and life experience.

• **SYNTHESIS:** Students will be able to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

PROGRAM GOALS IF THEY DIFFER FROM SCHOOL GOALS
Our School’s goals are incorporated throughout each of our programs via program planning, course delivery and assessment.
STRATEGIC PRIORITIES AS THEY RELATED TO THE COLLEGE’S STRATEGIC PLAN

• Strategy 1: Enhance the Undergraduate Core
• Strategy 2: Develop Nationally Recognized Graduate Programs
• Strategy 3: Develop and Retain a Highly Qualified and Diverse Faculty and Staff
• Strategy 4: Recruit, Enroll and Retain An Academically Distinguished, Well-prepared and Diverse Study Body
• Strategy 5: Enhance Co-Curricular and Extracurricular Programs For the Holistic Education of Students
• Strategy 6: Align Administrative and Academic Policies and Procedures to Support the College’s Purpose and Achieve Its Envisioned Future
• Strategy 7: Provide Up-to-Date Facilities and Infrastructure to Enhance Academic, Co-curricular and Extra-curricular Programs
• Strategy 8: Collaborate with Local, National and International Institutions To Leverage Higher Education For a Stronger South Carolina
• Strategy 10: Pursue National Recognition for the College to Charleston’s Personalized Liberal Arts and Sciences Education and For the Distinctive Features of Its Undergraduate and Graduate Programs
DEPARTMENT’S STRATEGIC PRIORITIES

The strategic priorities for Academic Year 2019-2020 fall into several areas:

Dr. Carrie Messal will assume the role of Chair of our department in the summer of 2019.

First, we must address our departmental structure via support of the dean’s office, academic affairs, and the CofC financial backing. The current structure and staff support is inadequate for successful progression of the entirety of our programs. Our department should be split into two departments and an additional administrative assistant must be obtained to support the large numbers of student and faculty of the resulting two departments.

Given supportive resources, our marketing faculty would like to address the development of a double track major appealing to a broader student base. The visiting instructor line should be made permanent and an additional assistant professor line in marketing is needed to support our current program and desired growth.

Our management faculty members are open to the development of a management major and such a major should be successful at CofC. However, adequate departmental support is necessary.

Our LCSR faculty will be working this year on revisions to the program.

We will be working diligently to formalize our student fee spending this year given two years of experience.

We will work closely with the Student Success Center in the development of formal advising programs to assist our students in their academic planning and career preparation.

DEPARTMENTAL ENROLLMENTS AND TRENDS

Our department is the largest in the School of Business and our majors are among the most heavily subscribed at the College of Charleston, and we also support large numbers in our minors and concentrations:

**Majors**
- B.S. BUSINESS ADMINISTRATION 664 students
• B.S. INTERNATIONAL BUSINESS  202 students
• B.S. MARKETING     342 students

Concentrations
• Entrepreneurship    69 students
• Leadership, Change and Social Responsibility 43 students
• Marketing      3 students (planned phase-out)

Minors
• Business Administration   61 students
• Entrepreneurship    35 students
• Leadership, Change and Social Responsibility 15 students
• Marketing      149 students

The BADM major still remains nearly than twice the size of the next major in the School of Business (the second largest is marketing) and the largest major at the College of Charleston. Our Marketing and International Business majors both continued to grow during the 2018-2019 academic year. In addition, the Marketing minor is the largest minor in the School of Business (over twice the size of any other minor). Furthermore, our Entrepreneurship program continues to show success with high levels of exposure on its IMPACT X (formerly known as ICAT), contributions to the campus QEP in sustainability, and other initiatives.

The Department of Management and Marketing delivered 11,254 undergraduate Student Credit Hours in the 2018-2019 academic year. Our faculty supervised 9 Independent Studies, 48 Internships and 20 semester Bachelor’s Essays (10 students). We delivered courses either on North Campus, or in online/hybrid form during the fall and spring semesters to service the North Campus. In the 2018 summer, we offered 11 courses online for our students in addition to two traditional courses. We provided 7 courses to the MBA program during the year.

We continued our strong support of study abroad during AY 2018-2019 with 22 students enrolled in study abroad trips offered by our own faculty (an increase over the previous year). Our faculty led trips to China, Ghana, Ireland and Spain.
FACULTY AND ORGANIZATIONAL STRUCTURE

We have 21 roster faculty members/lines in our department. One of these has a joint appointment (Affonso-Instructor) with Computer Science (his home department) and another teaches largely North Campus oriented courses (Coetzer – Visiting Associate Professor).

Regarding discipline breakdown, several of our faculty teach across programs. We are grouped somewhat loosely as follows:

Desplaces (ENTR, MGMT, INTB)   Blose (MKTG)
Hansen (ENTR, some MKTG)       Pitts (MKTG) 
Shaver (ENTR)                   Xie (MKTG)
Wyman (ENTR)                    Mack (MKTG)
J Mueller (MGMT, INTB)          R Mueller (MKTG, INTB) Affonso (ENTR, MGMT, INTB, MKTG)
Shah (MKTG)                     Barhorst (MKTG)
Messal (MGMT)                   Uchneat (MKTG, MGMT)
Passarelli (MGMT)               
Perrault (MGMT)                 
Milosevic (MGMT)                
Whelpley (MGMT)                 
Carrico (MGMT)                  
Coetzer (visiting, split MGMT and BPS)   

We continue to be at capacity in our core courses and in our marketing electives. We are forced to limit the number of non-marketing majors in the marketing electives in order for our marketing majors to have sufficient seats for their graduation requirements.

Four of our faculty members successfully went through the formal review process in 2018-19 with two, Drs. David Desplaces and Henry Xie, being promoted to full professor, and Dr. David Wyman being promoted to Associate professor and receiving tenure. Dr. Carrie Messal, who continued in the role of Associate Chair, also successfully went through the post-tenure review process.

Our faculty are heavily engaged in pedagogical innovation as can be examined in the following sections. Several of them published in top-ranked journals and they present their research in national and global arenas. All of our tenure track assistant, associate and full professors meet AACSB’s SA qualifications. Faculty in our department won awards at the School level and College level, and several won major national and international awards this year.

Throughout all of these demands, Ms. Chris Rodgers continues in the role of Administrative Assistant for our department. She is the only administrative staff member for our department.
ACADEMICS

UNUSUAL CURRICULAR OFFERINGS
We are engaged in the development and offering of innovations in Instruction/Service Learning. It is noteworthy that so many of these innovations include integration of speakers and community members into academic coursework, and our faculty are known for offering courses in a learner-centered environment and providing students with practical, thought-provoking readings and materials.

Examples are from Fall 2018, as that is what is currently available via FAS:

FALL 2018

ENTR 200 - 001 - Dr. David E. Desplaces
Teaching Material Developed: Many workshops were delivered this semester with some Designing Your Life, Finding Your Voice, Creative Product Development activities using Play Do - workshops are 20-25 minutes long with 110 participants on average

Enhancements to Student Learning: Guest speakers included the following this semester
Dr. Cindi May
Anita Zucker (CEO Intertech Group)
Mark Volkmann
Mark Richard (entrepreneur)
Christine Osborne (owner of Wonder Works)
Brandon Brooks (entrepreneur)
Tyler Gilliam (Attorney)
Stuart Williams (Impact Entrepreneur)
Troy Halls (SC Federal Credit Union)

ENTR 320 - 001 - Dr. Dave Hansen
Pedagogical Innovations: Changes:
• I greatly expanded on the assignment instructions. They went from a combined 16 pages to 33 pages.
• I kept a lot of the extra contact/communication information that I added for the summer online class
• I changed the specs grading terminology again. Apparently “not good enough” is also anxiety-inducing. So I started using “Good”, “Good Enough” and “Redo”. Adding in the good enough grade was something new – it gave some leeway on grading assignments and quizzes. This set of terminology seems to work.
• I updated the syllabus some more to help explain how this method of grading differs and why I use it
• The grading table was a lot more detailed – I included +/- grades and more emphasis on what is additionally required for higher grades
oThis also included a bit more flexibility – they could complete a wider range of requirements from the higher grades in order to get +/- grades. In the past, I required work only from the adjacent grade level
•I dropped the quiz requirement from 100% to 95% in order for them to count
•This semester I simplified the tokens even more. They have very limited/specific use – excuse an absence, turn in an assignment late
•For redoes, since tokens changed, the requirement now was for students to meet with me before redoing anything. This allowed me to better focus on the specifics of their assignment to guide them in how to do better. (It also helped me get to know students a little better, since I had a lot more students showing up to office hours).
•I added several new judges to the pitch competition in order to add diversity
•I secured some student fee money to help pay for teams to create a website and buy ads to test their concepts
•As with every semester, I updated my slides for each class, since I constantly update what and when we cover throughout the semester. I don’t just follow the suggested order of content – I continuously work to try different orders and cutting and adding materials in trying to find the right structure.

ENTR 407 - 001 - Dr. Dave Hansen
Pedagogical Innovations: New this semester
I changed the theme of the class from water to environmental justice.
This was somewhat of a challenge, since most people want to focus on just the environment, not how the environment impacts people. As I repeated throughout the semester, to solve a problem you need money and the environment doesn’t have any, so you need to sell something to people. Selling the need to donate doesn’t go very far.
I believe this was a major revelation for me. I had been for years disappointed with the projects students would develop in class. They had no real chance of succeeding due to the fact they were focused only on the environmental problem, not the associated problem for people. The projects were better, even though students struggled a lot more than prior semesters. One grad student (Who rated the class poorly) mentioned in the evaluation comments about how his thinking changed how he viewed preserving wildlife habitat. He was disappointed in the class, but the fact that he had a completely new perspective and hope of how to help preserve birds (he works for Audubon) should have led to a more positive rating. It’s what I think of as a major outcome of the class. He apparently just wanted to learn how to start a business, which I told him he could learn online for free in a few hours.
•That required changing one of the books to an Environmental Justice Handbook, available electronically via the library (to continue to keep books free for students)
•I added in Meadows’ Thinking in Systems book, which is an essential read, not just for sustainability, but for all students who might someday have to solve something more than a simple problem
•I adapted the grading to be more consistent with what I was using in ENTR 320 and the ENTR 406 class from spring
•I dropped the popular “cool idea” pitch assignment along with some of the reading and discussion in order to replicate the student-led discussions from ENTR 406. Unfortunately, these didn’t go as well as they
did in spring – too many students ended up interested in the same thing, so we had repetitive discussions (as demonstrated in some of the student evaluation comments)

• I developed more in-class activities to help students better understand systems thinking and the impact gap canvas.

These were minor assignments in 406, but turned into larger assignments this semester as I realized how valuable they were as part of the project

• Of course since the course was substantially changed again, the slides were also substantially changed, along with the assignments

**ENTR 445 - 001 - Dr. David E. Desplaces**
Enhancements to Student Learning: Speakers included:
- Tommy Baker (Entrepreneur)
- RD Weeks (Social Media and Event entrepreneur)
- Riley Csernica (Soteria)
- Alissa and Mark Zera (Entrepreneurs)
- Sachin Patel (MUSC Spurstech)
- Tyler Blanton (CEO Medris Health)
- Michael Shemtov (restaurateur/entrepreneur)

**MBAD 504 - 001 - Dr. Angela M. Passarelli**
Enhancements to Student Learning: MBA Coaches
- Dianne Culhane, Executive Coach, Wisdom Works (formerly of Coca-Cola)
- Elayne Sheridan, Director Leadership Development, Blackbaud
- Liz Guthridge, Managing Director, Connect Consulting Group
- Dawn Holzer, Owner, Pathway Leadership Consulting
- Mary Jo Romeo, Executive Coach, MJR Coaching+Consulting
- David Desplaces, Associate Professor of Management, CoC
- Sherry Welsh, Founder, Sherry Welsh Consulting (formerly of Bosch)
- Rick Self, CEO Peer Advisory Board Chair, Vistage International

Speaker: Troy Hall, Chief Strategy Officer, SC Federal Credit Union

**MGMT 301 - 016 - Dr. Carrie Blair Messal**
**Pedagogical Innovations: Current Events Presentation assignment.**

Emphasized connection between Management (MGMT 301) and Operations Management (MGMT 304).
Enhancements to Student Learning: Presentation on Resumes and Career Tool-Kit.
MGMT 301 - 002 Alexis J. Carrico
Pedagogical Innovations: Gained "Sustainability-Related" status for class as a part of the SLI focus on sustainability. Sustainability-related content includes speakers (Emily Alvarez-CIO for Leaderstat and former Deloitte Consulting Manager), Ted Talk with Ray Andersen- the Business Logic of Sustainability, review and prep of sustainability case, and teaching around sustainability value drivers.
Introduced GANTT chart project planning workshop to develop and hone project management skills for group project

Enhancements to Student Learning: •Emily Alvarez- CIO of Leaderstat and former Senior Consultant for Deloitte- MGMT 301
•Deb McGee- Associate Professor at CofC and Speaking Lab Director- MGMT 332
•Cory Werkheiser- Assistant Director of Success Center Professional Development.- MGMT 332 and MGMT 301

MGMT 332 - 001 Alexis J. Carrico
Teaching Material Developed: Introduced "how to present like Steve Jobs" review by Forbes to contextualize superior business presentation attributes.
Also leveraged Ted talk around the "Science of Stage-fright" as this is the primary attribute my students struggle with in business communications.

Enhancements to Student Learning: •Justin Altum- VP of Maslansky and Partners and CofC alumni- MGMT 332
•Dori Wallace- (Former) VP at Blackbaud (she was VP at the time)- MGMT 332
•Meghan Alexander- Founder and President of Arm-in-Arm nonprofit organization- MGMT 332

MGMT 345 - 001 - Dr. Carrie Blair Messal
Pedagogical Innovations: SLI: Sustainability Related Certification via the Sustainability Lite racy Institute at CofC.

Added online modules in order to overcome challenges with cancelled classes due to hurricane.

Enhancements to Student Learning: SPEAKER: Stephen Kincaid, Principal, ghSmart
SPEAKER: Erin Benson, Executive Director, With Purpose
SPEAKER: Bill Finn, Chairman. Kevin Frank, President & CEO. Asten Johnson.
SPEAKER: Colonel Dave McNeil, CEO/President, Hannah Solar Government Services, LLC
SPEAKER: Jerry Callahan, Founder Blue Rhino, Heatworks
SPEAKER: Anita Zucker, Chairperson, The Intertech Group

MGMT 350 - 001 - Dr. Elise Perrault
Pedagogical Innovations: New assignment: Impact project. A group project inspired by the "Changemaker Challenge" (Office of sustainability). Students identify a real social issue and attempt to propose a solution. Their project must leverage business resources to solve social problems. The project includes a stakeholder analysis and final presentation. Students are encouraged to submit their project to the Changemaker Challenge and/or continue implementing their idea post-course.

MGMT 401 - 001 - Dr. Angela M. Passarelli
Enhancements to Student Learning: Ann Read, Founder & CEO, Harvest to Highchair
Liz Guthridge, Managing Director, Connect Consulting Group
Mike Mills, retired P&G executive
Shauna Rowland, Consultant & Certified Change Management Professional, Rowland Consulting
Elayne Sheridan, Director Leadership Development, Blackbaud

HONORS COURSES
HONS 205 - 001 – Lancie Affonso (Fall 2018)

FIRST-YEAR EXPERIENCE AND REACH
Alexis Carrico
College of Charleston REACH Program, College Representative. (January 2018 - December 2018). Participated in REACH training. Supported Junior-Level REACH students with intellectual disabilities- in MGMT 301 course and MGMT 332 course- including coordinating with advisor, student tutor, and creating modifications of course content. Served on faculty panel for prospective REACH students each semester since January 2018.

Dr. David E. Desplaces
REACH Program, Committee Member, Member. (January 2017 - Present). Adviser, REACH program

CONTRIBUTIONS TO OTHER CAMPUS DISCIPLINES

Dr. Julie E. Blose
Dr. Dave Hansen


DISTANCE EDUCATION OFFERINGS
We offered over a dozen online/hybrid or North Campus classes during the fall and spring semesters in addition to eleven online courses during the summer sessions of 2018.

Courses taught during the regular semesters and summer sessions included: MGMT 301, MGMT 308, INTB 322, MGMT 345, MGMT 350, MKTG 302, MGMT 308, MGMT 350, MKTG 334, MKTG 345, MKTG 337, MKTG 320, MKTG 330, MKTG 326 and ENTR 320. At this point, the majority of our faculty are DE Certified.

INTERDISCIPLINARY COURSES
The department regularly offers courses cross-listed with other departments.

MGMT 377 Psychology of Entrepreneurship (cross-listed with PSYC)

ENTR 407 Ecopreneurship (cross-listed with ENVS)

In the 2018-2019 academic year, two additional courses were cross-listed (ARTM 360 and BIOL 360) with entrepreneurship courses.
NON-CREDIT INSTRUCTION TAUGHT

Dr. David E. Desplaces


Internal to College of Charleston, Success Center and Management and Marketing. (January 2019).

Certification, Internal and External to College of Charleston, Global Business Resource Center. (September 2018).

Dr. Angela M. Passarelli

Dr. Henry Xie
Certification, Internal and External to College of Charleston, NASBITE CGBP - Global Trade Initiative, School of Business.

INTERNATIONALIZATION/GLOBALIZATION

Our departmental faculty are well engaged in various aspects of global education, including study abroad. A few examples of these follow categorically. Because our department also houses the Global Business Resource Center and the International Business major, these activities are captured in more detail in the Global Business Resource Center report. A few items are sampled below.

Fulbright (or other) Scholars Program Participation

Global Scholars Faculty
Global scholars from our department include:
Dr. David Desplaces
Dr. Jim Mueller
Dr. Rene Mueller. Co-Director Global Scholars Program, Co-Director. (August 2007 - Present).
Dr. Henry Xie

**SHORT-TERM FACULTY-LED OVERSEAS PROGRAMS INCLUDED:**

**Summer 2018**

INTB 309 International Business Study Abroad – China (H Xie)
MKTG 309 Marketing Study Abroad – China (H Xie)
INTB 390 Social Enterprise and Development – Tanzania (M Nunda and R. Mueller)

**SERVICE LEARNING**

**INTERNATIONAL, or INTERNATIONALLY-FOCUSED INTERNSHIPS (IB majors)**

Reported in the Global Business Resource Center Report

**TEACHING INTERNATIONALLY**

Rene Mueller, International Marketing, Management Center Innsbruck, Austria
Rhonda Mack, Services Marketing, University of Worms, Germany
Rhonda Mack, Services Marketing, Ecole de Management, University of Strasbourg
Dr. Rene Mueller (with Drs. M Gonzalez and K Gourdin), Federal University of Minas Gerais, Brazil
Dr. Graeme Coetzer, University of British Columbia, Simon Fraser University
Dr. Henry Xie, gave a lecture and had CofC undergraduate students attend joint lectures at Lingnan University.

**OTHER INTERNATIONAL WORK**

Dr. David Desplaces had his 28 INTB 313 Global Enterprise course students work on projects for five local companies. The focus of these projects were import/export assessments for the following countries: Chile, Germany, China, Israel, Estonia, Mexico and the US for S. African imports.

Dr. Rene Mueller worked with the SC Department of Commerce for which her 66 MKTG 326 International Marketing course students produced export plans for regional pharmaceutical/nutritional supplements and sports water bottle companies for the following country markets: Bulgaria, Finland, Poland, Cameroon, Hungary, Sweden, Czech Republic, Norway, Ukraine.

**PERSONALIZED EDUCATION**

The following are examples of the departments’ contribution to a more personalized education:

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PROGRAM ACCOMPLISHMENTS

- Bachelor’s essays (Approximately 10 projects)
- Internships for Academic Credit (48 Students)
- Independent Study projects (9 Students)

A few of the projects are itemized below.

**Dr. Julie E. Blose**


**Dr. Dave Hansen**


**Ivana Milosevic**


Independent Study, Independent Study Director, “The Role of Constrained Resources in Creativity”, Hope, S. Undergraduate, Business Administration (Spring, 2019)

**Dr. Angela M. Passarelli**


**Dr. Elise Perrault**


**Dr. Dave M. Wyman**


Doctoral Dissertation, Graduate Committee Member, "Matthew Effect In Entrepreneurship Policy", Segantini, M., Clemson University. (2017-2018).


Teacher Education Activities

Student International Activities

Student Accomplishments

INTERNSHIPS (other than those of our IB major students)

A few of the organizations our students interned with include:

- How About Here
- Mediterranean Shipping Company
- Roper St. Francis
- Obiouslee Marketing
- OOH Events
- The Dewberry Hotel
- MUSC
- Croghan’s Jewel Box
- Cardinal Management Group
- Cummings Wealth Management Group
- MUSC Hollings Cancer Center
- Litton Entertainment
- SnapCap
- College of Charleston Athletics
- Rawle Murdy
- Artis Construction
- Mylkbar
- Charleston Food & Wine Festival
- Charleston Magazine
- Touch Point Communications
- Brackish Bowties
- Callie's Charleston Biscuits
- Camp 4 Collective
- Digital-Ignite
- That Level Development
- Alden DeHart Haviland
- American Heart Association
- Vieuxtemps
- Levelwing
- Madewell

STUDENT ORGANIZATIONS

Dr. Carrie B. Messal

Chairman of Board - Schottland Scholars Program, Internal to College of Charleston, School of Business & Schottland Family. (February 2009 - May 2017).

Dr. Jennifer Barhorst and Dr. Esta Shah

AMA – American Marketing Association - Our students competed in the AMA case competition.

ADFED - Under the leadership of Dr. Jennifer Barhorst, four of our students competed in the regional Advertising Federation Competition in April of 2018.

EVENTS

- Our department hosts a variety of events in a variety of areas; many of these are reported on other
reports, like the AMA report, the Global Business Resource Center report, etc.

**SPEAKERS**

Of those that recorded pedagogical innovations for their classes, over 70 speakers were hosted across classes in the Management & Marketing department during the 2018-2019 academic year.

For names and affiliations of those hosted in Fall 2018, please refer to the above separate listings in course innovation section.

**DEPARTMENTAL ENROLLMENTS**

**Majors**

- B.S. BUSINESS ADMINISTRATION 664 students
- B.S. INTERNATIONAL BUSINESS 202 students
- B.S. MARKETING 342 students

**TOTAL** 1,208 students

**Concentrations**

- Entrepreneurship 69 students
- Leadership, Change and Social Responsibility 43 students
- Marketing 3 students (planned phase-out)

**TOTAL** 115 students

**Minors**

- Business Administration 61 students
- Entrepreneurship 35 students
- Leadership, Change and Social Responsibility 15 students
- Marketing 149 students

**TOTAL** 260 students

WORKLOAD PRODUCTIVITY

As previously cited, the department produced 11,254 UG student credit hours during AY 2018/19.

ASSESSMENT (see ComplianceAssist for more detail)

While each program carries out assessment (as reported in the SB Assessment Report), all of our capstone courses required administration of ETS testing in the spring semester of 2019. All of our capstone courses also used the Business Global Simulation (BGS). Results are yet to be distributed with major breakouts.
In addition to assessment for the majors and minors (listed above), our department was also responsible for assessment in several core courses that contributed to the curriculums of all the SB majors:

MGMT 301, MKTG 302, and MGMT 408.

**DIVERSITY and plans for improvement**

Nine of our current tenure track faculty are female. We have seven faculty members of nationalities other than U.S. citizenship. Several others of our faculty members have also lived and worked abroad. Many are involved in international research and teaching.

**ACADEMIC PUBLICATIONS** (TO QUALIFY AS AN ACADEMIC PUBLICATION IT MUST BE: A) EXTERNALLY REVIEWED BY AT LEAST 2 REVIEWERS AND B) PUBLICALLY AVAILABLE)

**Journals**

**Dr. Julie E. Blose**


**Dr. Carrie Blair Messal**


**Dr. David E. Desplaces**


**Dr. Ivana Milosevic**


*Special Issue Editor


**Esta Shah**


**Dr. Kelly G. Shaver**


**Research Awards/Recognition**

**Jennifer B. Barhorst**

IRTS Foundation Fellowship., IRTS, Teaching. (January 2019).

IRTS is a non-profit organization that provides a competitive, annual opportunity for university educators to meet with senior media and entertainment executives. Through sponsorship by the IRTS and its partnership with the Consumer Technology Association™ (CTA), sponsored faculty members also attend CES® 2019; the largest and most influential technology event, where industry leaders and rising stars come together.

**Dr. Carrie Blair Messal**

Dr. David E. Desplaces

Auxiliary Operations Service Award (200 Hours, Second Award), US Coast Guard, Service, Community. (December 2018).

Support to CG units and missions, which includes surface operations, air operations and operational watchstanding (such as communications watchstander, OOD, manning the SAR desk, etc.) Operations support does NOT include administrative support to operational units, such as answering the office phones, filing case files, and service in the DIRAUX office.

COMMANDANT LETTER OF COMMENDATION, US Coast Guard, Service, Community. (December 2018).

The Commandant’s Letter of Commendation Ribbon is awarded to any member of the Coast Guard who receives a Letter of Commendation from the Commandant of the United States Coast Guard. The decoration is retroactive to August 12, 1921 which was when the Commandant’s Commendation Letter was first issued by Admiral William E. Reynolds. It is awarded for an unusual and/or outstanding act or services.

Dr. Ivana Milosevic


*to be published in the Proceedings of the 2019 Academy of Management Meeting as one of the best papers accepted to the conference.

Dr. Elise Perrault


Inclusion in the Marquis Who's Who for life

Dr. Bob E. Pitts

Beta Gamma Sigma, Beta Gamma Sigma International Honor Society, Elected to Membership.

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International.
Phi Beta Delta, Phi Beta Delta Honor Society, Elected to Membership. Phi Beta Delta is the first honor society dedicated to recognizing scholarly achievement in international education and honors those who serve internationalism - the idea of a world connected, of respect for different traditions, of the need for education to enhance knowledge of the many cultures that are part of a globe that we all must share.

Marquis Who's Who recognizers national leaders and achievers and from every significant field of endeavor.

Marquis Who's Who recognizers regional leaders and achievers and from every significant field of endeavor.

Dr. Kelly G. Shaver

Max S. Wortman Lifetime Achievement Award, United States Association for Small Business and Entrepreneurship, Research. (January 2019).

Fellow, Society for Personality and Social Psychology, Research. (September 2018).
This status is conferred on personality and social psychologists whose research accomplishments over many years are considered worthy of special recognition.

Other Intellectual Contributions

Other Articles, Chapters in Books, Publications of a Special Nature, including Book Reviews

Dr. Rene D. Mueller

*Journal Article, Academic Journal*


Dr. Bob E. Pitts

*Journal Article, Academic Journal*


**Dr. Kelly G. Shaver**


**Papers and Posters Presented at Conferences**

**Invited Lectures/Readings**

**Other**

**Jennifer B. Barhorst**


**Alexis J. Carrico**


**Dr. Dave Hansen**

David J. Hansen, Dragon Con 2018, "'How to Know the Right Business to Start"," Atlanta, GA. (September 2018).

**Dr. Rhonda W. Mack**

**Ivana Milosevic**

Milosevic, I., & Bass, A. E. How “Who We Are” Changes with the Times: Exploring Identity Becoming in Entrepreneurial Ventures. To be presented at 2019 Strategic Management Society, Minneapolis, MN.


**Dr. Angela M. Passarelli**


**Dr. Elise Perrault**


Dr. Kelly G. Shaver


Kelly G. Shaver, Society of Personality and Social Psychology, "Surprise to some online test creators: Women and men are different!," Society of Personality and Social Psychology, Portland, OR. (February 2019).


Chris Whelpley


Dr. Dave M. Wyman

Conferences and Workshops Attended/Panels Chaired/Other Professional Activity

**Dr. Julie E. Blose**


Description: Training workshop led by Dr. Joe Hair at Association of Marketing Theory and Practice conference on structural equation modeling and SmartPLS.

**Alexis J. Carrico**

Development of Interdisciplinary Study Abroad Program, "Interdisciplinary Study Abroad Program," Trujillo, Spain. (April 1, 2018 - August 1, 2019).

Description: Initiated and worked with Hispanic Studies program to develop interdisciplinary study abroad program in Trujillo, Spain. This program is unique in that students spend five weeks in Spain, living with families and learning about business, culture, and the Spanish language. Additionally, it serves as a strategic benefit to the College of Charleston to spread the fixed cost of the La Coria facilities (owned by CofC) across multiple study abroad programs.


Description: Attended full-day workshop focused on effective leadership techniques. Concepts to be implemented in the classroom as well as in informal leadership roles at CofC.

**Dr. David E. Desplaces**


Description: research funding for faculty members to conduct and publish research on free society and political economy, and which has an impact on the free enterprise system. The Center is specifically interested in supporting projects in the field of Public Choice across multiple disciplines and especially in the areas of Philosophy, Politics, and Economics (PPE) as each of these disciplines examines the institutional arrangements that are suitable for the support of free and prosperous societies.

**Dr. Dave Hansen**
PROGRAM ACCOMPLISHMENTS


**Dr. Elise Perrault**

Attended Workshop, "Active your unique power inside and outside of the classroom," College of Charleston, Charleston, SC. (April 24, 2019). Description: Faculty development.


Attended Conference, "Southern Management Association Meeting." (November 2018). Description: Attended research and teaching development sessions.

**Dr. Rhonda Mack**

Attended Conference: "Marketing Educators Conference" (May 2019)

Description: Attended pedagogical development sessions.

**PROFESSIONAL CONTRIBUTIONS**

**Dr. Carrie Blair Messal**

Editorial Board Member, "Human Performance." (September 2017 - December 2020).


**Dr. Julie E. Blose**


**Dr. David E. Desplaces**


**Dr. Dave Hansen**
Associate Editor, "Journal of Research in Marketing and Entrepreneurship." (January 2014 - December 2099).


Other, "Entrepreneurship Theory and Practice." (June 2009 - December 2099).


**Ivana Milosevic**

Editorial Board Member, "Management Decision." (August 2014 - August 2024).

**Dr. Angela M. Passarelli**

**Dr. Elise Perrault**
Other, "Sage OPEN." (December 2018 - December 2050).

Invited Manuscript Reviewer or Referee, "International Journal of Corporate Governance." (January 2017 - December 2050).


Associate Editor, "Academy of Management Meeting." (January 2013 - December 2050).

Invited Manuscript Reviewer or Referee, "Business & Society." (January 2012 - December 2050).


Editorial Board Member, "Organization & Environment." (September 2018 - August 2021).

**Dr. Bob E. Pitts**

Editorial Board Member, "Cornell Hospitality Quarterly." (September 2013 - December 2020).

Dr. Kelly G. Shaver
Associate Editor, Journal of Small Business Management

**Chris Whelpley**


**Dr. Dave M. Wyman**


**Dr. Henry Xie**


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**GRANTS (EXTERNALLY FUNDED SB)**

**Dr. Graeme H. Coetzer**

*Funded*


*Funded*

Coetzer, Graeme H, "Seed Funding for the Institute of Community Development," Corporate, awarded $48,000.00. (January 2015 - December 2018).

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**Dr. Angela M. Passarelli**

*Submitted*

Passarelli, Angela M (Principal), "High-tech or high-touch? The effect of media richness on coaching relationships and outcome," Non-profit/Foundation, requested $7,500.00. (January 2018 - December 2018).

*Submitted*

**Dr. Elise Perrault**

*In Progress*

Perrault, Elise, Mack, Rhonda W., "Supply Chain Management research grant," Supply chain management department, requested $5,000.00, awarded $5,000.00. (July 2018 - June 2019).

**Dr. Kelly G. Shaver**

*Submitted*

Shaver, Kelly G (Principal), "ADVANCE: Increasing the Participation and Advancement of Women in Academic Science and Engineering Careers (ADVANCE)," Sponsored by MUSC, Federal governmental agency, requested $258,400.00. (October 2017 - September 2022).

**College Funds**

**Alexis J. Carrico**

Carrico, Alexis J, "Sustainability Literacy Institute -Mini Grant," Sponsored by Office of Sustainability, College of Charleston, requested $1,000.00, awarded $500.00. (April 2019).

**Dr. David E. Desplaces**

Desplaces, David E, Crawford, Taylor (Supporting), "Venture Funding & Economic Freedom," College of Charleston, requested $5,000.00, awarded $5,000.00. (September 2017 - August 2018).

**Collaborative Arrangements:** Work with The Center for Public Choice and Market Process student scholar on research project and support mission of the center including co-sponsoring events, attending events and promoting event attendance.

**SERVICE CONTRIBUTIONS**

**COLLEGE OF CHARLESTON**

**Jennifer B. Barhorst**

College of Charleston American Marketing Association, Advisory Board. (August 2018 - Present).

Faculty Advisor to the College of Charleston chapter of the American Marketing Association Quality Enhancement Plan: “Sustainability Literacy as a Bridge to Addressing 21st Century Problems" Panel. (September 2018 - October 2018).
To support the College's QEP, I participated in a panel session and gave a presentation on Nike’s Strategy, Colin Kaepernick’s Values, and the Politics of Race.

**Dr. Carrie Blair Messal**

Schottland Scholars Program, Advisory Board, Board Member. (May 2017 - Present).
Establish and serve as chair of Schottland Scholars Board of Advisors

College of Charleston Distance Education Steering Committee, Committee Member. (July 2018 - July 2019).

Advisory Committee for the Bachelor of General Studies. (July 2018 - June 2019).

College of Charleston Foundation - Faculty & Staff Giving Committee, Committee Chair, Member. (July 2017 - June 2019).

Faculty Senate Representative, College Representative. (August 2016 - May 2019).

College of Charleston - Promotion & Tenure Department External Member. (September 2017 - December 2018).

**Dr. Julie E. Blose**

CofC Undergraduate Research and Creative Activities (URCA) Committee, Committee Member. (August 2017 - Present).

**Alexis J. Carrico**

Phi Chi Theta CofC Chapter- Business Fraternity, Advisory Board, Other. (December 2018 - Present).
Act as an advisor to the Dean's Student Forum Consulting Group which has evolved into a Business Fraternity proposing a chapter of Phi Chi Theta.

Sustainability Week Session Organizer and Facilitator, Facilitator. (October 2018 - April 2019).
Co-Organized and Facilitated session as a part of sustainability week: Beyond Shareholder Value: A conversation with Vanessa Barboni Hallik- Founder and CEO of Another Tomorrow; sustainable womenswear line.

College of Charleston REACH Program, College Representative. (January 2018 - December 2018).
Participated in REACH training. Supported Junior-Level REACH students with intellectual disabilities- in MGMT 301 course and MGMT 332 course- including coordinating with advisor, student tutor, and creating modifications of course content. Served on faculty panel for prospective REACH students each semester since January 2018.

Taskforce on Student Well-Being sub-committee focused on Faculty/Staff Training, Member, Member. (June 2018 - October 2018).
Participating in subcommittee of the task force for student well-being. Subcomittee is focused on developing faculty and staff training around student well-being.
including, but not limited to how to handle situations when students are in acute mental distress, considerations when managing attendance, and when/how to leverage the FAST system and counseling center

**Dr. David E. Desplaces**

Provost office: Distinguished Service Award, Committee Chair, Member. (January 2019 - Present).
Responsibility for committee organization including meetings, nominee documentation, facilitating the process and also coordinating write up about winner.

Teaching and Learning Space Task Force, Committee Member, Member. (January 2019 - Present).
Participate in 2-3 meetings to study learning space on campus

Engagement App Group, Committee Member, Member. (May 2018 - Present).
Proposed the idea of augmenting the learning experience by using an app to facilitate engagement in and outside of classes. First app of kind on campus currently being sourced. Activities including surveying the faculty, meeting stakeholders, and working with IT to design documents and tests needed to launch successfully.

Center for Israel Studies, Advisory Board, Board Member. (January 2018 - Present).
Work with others to develop a mission, strategy and tactics for the creation of a center by July 1, 2018

REACH Program, Committee Member, Member. (January 2017 - Present).
Advise reach program

Possibilities Without Borders, Inc, Advisory Board, President/Elect/Past. (October 2016 - Present).
As chairman work to bring back organization in compliance with state and federal revenue services Coordinate presentation of project (Kick It Forward)
Manage the creation of a website and manage the fundraising reporting for the last cycle including the successful shipment of 3000 school bags and 150 soccer balls to Cameroon, Africa.

Emergency Operation Team/CERT, Committee Member, Member. (February 2016 - Present).
Represent faculty on monthly or other planning associated with responses to emergencies associated with the College.

PAWWS, Faculty Volunteer. (September 2015 - Present).
Work with admission to plan consulate, schools and other visits in Paris and Dubai for the purposes of recruiting students for our undergraduate and MBA programs as well as attend counselor recruiting events on campus.

Dismissal Appeal Committee, Committee Member, Member. (February 2018 - December 2018).
Review cases facing dismissal, readmission or continuation due to academic performance.

Responsible for coordinating speakers series including selecting speakers (2 a year), coordinate logistics including small group meals, taping, marketing campaign.
FETC - Faculty Senate, Committee Member, Member. (August 2016 - July 2018).
Responsible for educational technology policy and strategic review.

**Dr. Dave Hansen**

Sustainability Literacy Institute, Facilitator. (October 2018 - Present).
I conducted several workshops open to the campus, where I taught and helped students use Human-Centered Design (a form of product design/creative problem solving).

Sustainability Literacy Institute, Innovation Fellow. (August 2017 - Present).
Coordinate activities related to creative problem solving, innovation and sustainability.

Implementation Committee for the Quality Enhancement Plan, Committee Member. (June 2017 - Present).
Oversee implementation of the QEP

**Dr. Rene D. Mueller**

Center for Israel Studies Steering Committee, Advisory Board, Member. (January 2018 - Present).
To develop an Israel Studies program that focuses on business with Israel

QEP Steering Committee, Committee Chair. (August 2015 - Present).

Distance Education Committee, Committee Member, Member. (August 2014 - Present).

Co-Director Global Scholars Program, Co-Director. (August 2007 - August 2050).

Director of Global Business Resource Center, Committee Chair. (July 1998 - July 2050).


Director, International Business, Committee Chair. (January 1998 - January 2050).

**Dr. Angela M. Passarelli**

Freshman Convocation, Facilitator. (August 2018).
Volunteered to facilitate discussion of common reading "The Hate You Give" for freshman & attended Convocation. Also attended faculty development session on 8/15/18.

**Dr. Elise Perrault**

Graduate Diversity and Inclusion Council, Committee Member. (October 2018 - Present).
**Dr. Bob E. Pitts**

Faculty Advisory Committee to the President, Committee Member, Member. (September 2017 - Present).

Academic Planning Committee, Committee Member. (August 2016 - Present).

Cornell Hospitality Quarterly, Editorial Review Board, Member. (January 2016 - Present).

Departmental Recruiting Committee Chair, Committee Chair, Member. (August 2012 - December 2050).

Business School Curriculum Committee, Committee Chair. (August 2010 - December 2050).

Course Coordinator - Marketing Concepts, Committee Member, Member. (August 2009 - December 2050).

**Dr. Kelly G. Shaver**

College of Charleston Faculty Representative to the Federal Demonstration Partnership.

Longenecker Fellow Mentor for established entrepreneurship scholar.

**Dr. Dave M. Wyman**

Honors College, Committee Member. (April 2018 - Present).

Impact Day, Committee Member. (April 2017 - Present).

Enactus, Student Org Advisor (Professional Org). (August 2013 - Present).

Co-Advisor with Lancie Affonso

**Dr. Henry Xie**

Marketing & Merchandising Team for College of Charleston 250th Anniversary Celebration, Team Leader. (December 2018 - Present).

College of Charleston Student Affairs and Athletics Committee, Committee Member. (April 2018 - Present).

CofC Institutional Review Board (IRB), Committee Member. (July 2015 - Present).

Global Scholar Program, mentor. (March 2012 - Present).

College of Charleston Institutional Assessment Committee, Committee Member. (August 2017 - August 2018).
SCHOOL OF BUSINESS/DEPARTMENT

DEPARTMENT

Dr. Jennifer B. Barhorst and Dr. Esta Shah

Make Your Mark Speaker Series, Co-Founder. (January 2019 - Present).
Co-Founder of the College of Charleston School of Business Marketing Department's Make Your
Mark Speaker Series. The Make Your Mark Speaker Series hosted by the School of Business
Department of Management and Marketing showcases prominent marketing experts. Each event
kicks off with a networking reception and follows with a formal presentation by an industry
professional. Along with Dr. Shah, I organize these events which includes several activities (e.g.
sourcing speakers, organizing rooms, catering, mentoring students).

Dr. Jennifer Barhorst
Faculty advisor to ADFED student competition

Dr. David E. Desplaces

Management and Marketing, Facilitator, Other. (August 2016 - Present).
Responsible for Management and Entrepreneurship internship including reviewing program,
coordinate application/sessions for applicants and internship providers

Dr. Angela M. Passarelli

MGMT 301 Course Coordinator. (October 2015 - Present).
Convened roster faculty meetings in service of improving MGMT 301 offering.
Led meetings
Reviewed cases to narrow for faculty vote
Integrated 3 case assignments into one standardized assignment
Created template for resume assignment (suggested approaches)
Updated assessment process procedures (e.g. collecting sample papers)

Esta Shah


Dr. Dave M. Wyman

Center for Entrepreneurship, Director. (August 2013 - July 2050).

Dr. Henry Xie

Marketing Major Assessment, Facilitator. (September 2015 - Present).
PROGRAM ACCOMPLISHMENTS

MKTG 302 Assessment Coordinator, Facilitator, Member. (August 2015 - Present).
Coordinating MKTG302 faculty for assessment and newly designed hybrid module.

COMMUNITY

Dr. Carrie Blair Messal
Roethlisberger Memorial Award - JME Best Paper Committee, Committee Member. (January 2019 - April 2019).

Dr. Julie E. Blose

Dr. David E. Desplaces
CASE Association, VP programs, Board Member. (May 2017 - Present).
Responsible for annual meeting conference program
CASE Association, Marketing Director, Board Member. (May 2016 - Present).
Responsible for marketing of program and certification program

Dr. Dave Hansen
Research Symposium on Marketing and Entrepreneurship, Advisory Board, Board Member. (July 2007 - Present).
Advise the annual international meeting

Dr. Angela M. Passarelli
Scientific Advisory Council, Advisory Board, Board Member. (January 2016 - Present).
Review grant proposals and annual research poster award submissions

Dr. Bob E. Pitts
Marketing Accountability Standards Board, Advisory Board, Board Member. (January 2018 - Present).

Dr. Kelly G. Shaver
Federal Demonstration Project, Faculty Representative. (May 2010 - December 2022).
Dr. Dave M. Wyman
Hire Totem LLC, Advisory Board. (April 2018 - Present).
Dynepic, Advisory Board, Board Member. (March 2015 - Present).
Wonder Works, Advisory Board, Board Member. (February 2015 - Present).

Dr. Henry Xie

Consulting

Alexis J. Carrico
Arm in Arm (http://arminarmsc.org/) is a bipartisan nonprofit organization focused on driving responsible gun ownership throughout South Carolina. I am consulting with Arm in Arm on developing a streamlined communication approach and collateral for fundraising "toolkits"/FAQs about the organization as well as collateral for small and large fundraising events. I also support in organizational development for the nonprofit (coordinating boards, steering committees, volunteers and committee members)

Dr. David E. Desplaces
Created a executive coaching practice focused on unlocking the human potential of mid to top level executives who are looking for a renewal.
DEPARTMENT: STRENGTHS AND WEAKNESSES

Strengths

• Highly qualified faculty; all of our faculty are credentialed to teach via AACSB standards.
• Engaged faculty; our classes are highly experiential and engaging.
• Exceptional teaching; as one metric, department tends to be above college average in teaching ratings across the board.
• Growing programs

Weaknesses

• Insufficient faculty for marketing major growth.
• We offer a large number of service classes for the School of Business and other majors. This often prohibits our faculty from teaching upper-division electives—to maintain qualified faculty coverage in sections of MGMT 301 and MKTG 302.
• Large department size – insufficient focus on majors due to administrative organization of three large majors in one department.
• Worry about highly qualified faculty leaving for higher pay/research funding.
• BADM is popular, yet those students without concentrations tend to be lacking in career direction.

CURRICULAR DEVELOPMENTS AND CHANGES FOR NEXT THREE YEARS

Given appropriate support resources, we would like to work with curriculum changes in several of programs: Marketing, LCSR and consideration of a major in Management.
STUDENT AWARDS

Outstanding Student Awards

Business Administration: Diana Wood
Marketing: Leanna Conti
International Business: Catherine (Cat) Shanley
Entrepreneurship Student of the Year Jose M. Chiriboga
Leadership Al Lifton Award Carlie Antkowiak

Certificate of Achievement

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<td>Emma Hart</td>
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<td>Jennifer Klein</td>
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<td>Sara Botos</td>
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THE TOMMY BAKER ENTREPRENEURSHIP AWARD Jose M. Chiriboga
THE CENTER for ENTREPRENEURSHIP 445 AWARD Alexandra (Alex) Arnaud
THE CENTER for ENTREPRENEURSHIP NVP-321 AWARD Alexandra (Alex) Arnaud
Contact Information

Rhonda Mack, Ph.D., chair

Carrie Blair Messal, Ph.D., associate chair

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