DEPARTMENT OF
MANAGEMENT & MARKETING
ANNUAL REPORT
AY 2016-2017
EXECUTIVE SUMMARY

STRATEGIC HIGHLIGHTS
Highlights from this year include extensive work by our faculty in strengthening our three majors. Numerous curricular changes were made to the BADM major and the MKTG major. The department also initiated a change in collapsing our BADM and INTB capstone course—approved by the school and college—which had been discussed for years. We had fantastic speakers in our classes throughout the year and our number of majors grew. All of our tenure track faculty meet AACSB’s SA qualifications. We were successful after failed attempts, in the prior year, in recruiting for three new management faculty. One is a replacement of Dr. Tom Kent who retired at the end of the fall semester after a long tenure with us. While we will miss Dr. Kent, we are excited about the new members joining our department in August 2017. We taught a record number of online courses throughout the year, including summer—over 30 in total. Our Marketing Club grew and was sanctioned by the SGA to now receive financial support to continue its good work.

LOOKING AHEAD
We will be heavily involved in onboarding three new faculty members in the Fall of 2017. We will also be relying on all school faculty to successfully roll out the changes made in the BADM degree as it now requires either 18 elective credit hours or a concentration within the school in addition to the business core. Our faculty members are also determined to move forward in the planning for a major in management. The marketing faculty have concerns about meeting the demands of the increasing number of majors and minors entering the marketing programs so attention needs to be given to this challenge.

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
May 30, 2017
The School of Business

MANAGEMENT, MARKETING & INTERNATIONAL BUSINESS FROM A NATIONAL PERSPECTIVE

As reported in last year’s annual report, over half of the business schools reporting to an AACSB study offered a general business degree, over 38% an International Business degree, over 66% a marketing degree. Also a 2015 NACE study reported that three-fourths of companies surveyed planned on hiring business majors from that year’s class with accompanying salary increases over the previous year.

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 CofC: the Major in International Business and the Major in Marketing (one of the fastest growing). With the introduction of the additional majors in our school in recent years, expectations were that the BADM major would decline. While we saw this initially, it has surprisingly returned back to a growth pattern this past year. As of April 2017, The Department of Management and Marketing serviced 1331 majors and 386 minors and concentrations.

Our Department also offers Concentrations in Entrepreneurship (ENTR), Leadership, Change, and Social Responsibility (LCSR), and in Marketing. We offer Minors in Business Administration, Entrepreneurship, Leadership, Change and Social Responsibility, and in Marketing which is experiencing rapid growth.

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). One, Dr. Glenn Riecken is a Visiting Professor and one professor/Dr. Tom Kent retired midway during the year. Another, Instructor Salvaggio, left abruptly mid spring semester. One professor/Wright was also on visiting while we recruited for the permanent line replacement.

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

Desplaces (ENTR, MGMT, INTB) Blose (MKTG) R Mueller (MKTG, INTB)
Hansen (ENTR, MKTG) Pitts (MKTG) T Kent (MGMT)
Shaver (ENTR) Xie (MKTG) Passarelli (MGMT)
Wyman (ENTR) You (MKTG) Coetzer (MGMT, BPS)
Perrault (MGMT) Mack (MKTG) Messal (MGMT)
J Mueller (MGMT, INTB) Salvaggio (MGMT)
Hodges (MGMT) Wright (MGMT)
Affonso (ENTR, MGMT, INTB, MKTG) Riecken (MKTG)
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 have successfully recruited the three vacant/visiting management lines for AY 2017-2018. With respect to demand for class coverage we have insufficient roster faculty in the marketing discipline.

**ACADEMIC DEGREE PROGRAMS**

**Majors**
- B.S. BUSINESS ADMINISTRATION
- B.S. INTERNATIONAL BUSINESS
- B.S. MARKETING

**Concentrations**
- Entrepreneurship
- Leadership, Change and Social Responsibility

**Minors**
- Business Administration
- Entrepreneurship
- Leadership, Change and Social Responsibility
- Marketing

**Interdisciplinary programs**
- B. S. International Business
**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 of Business - 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

PROGRAM STRATEGIC PRIORITIES

Our strategic priorities in Academic Year 2017-18 fall into several areas. First, we made a number of changes to our BADM major during AY 2016-17. We will be implementing these changes during the upcoming year. Special focus will be needed to assure that our students are aware of these changes and that they are successfully implemented throughout the year. We will rely on all SB faculty for this.

Second, our management faculty will be working in the upcoming year to achieve clarity in the goals, content and assessment of our MGMT 301 and MGMT 408 courses.

Third, and with respect to #2 above, we have three brand new management faculty members joining us in August 2017. Successful onboarding of these new faculty is one of our top priorities.

Fourth, one of our departmental strategic goals is to work toward the development of a new major in management. This will be a strong focus throughout the year.
Fifth, we must work through management of our faculty numbers, to improve our overall percentage of qualified faculty in our classrooms. Matching supply and demand in unique disciplines is a challenge.

Sixth, our marketing faculty will be examining the fit of the new required course for our marketing majors, MKTG 315, Managerial Marketing, as it is first delivered in the fall of 2017. In addition, the marketing faculty must address how we will meet the needs of our growing major given the restriction we have with our current number of marketing faculty lines.
DEPARTMENTAL ENROLLMENTS AND TRENDS

Our department is the largest in the School of Business and our majors are the largest, or among the largest on campus and in the School:

- B.S. Business Administration: 835 students
- B.S. International Business: 212 students
- B.S. Marketing: 284 students

As a whole, we have 1331 majors as of April 2016, accounting for 59.52% of the school majors. We service 386 minors/concentrations, 50.7% of those of the school. While the BADM major saw a “predicted, planned due to cannabilization” decline just over a year ago, it has actually begun to grown again over the last two quarters...the same scenario fits the INTB major. The marketing major is one of the fastest growing on campus which is now somewhat a problem with faculty availability. In addition, our Entrepreneurship program is becoming quite successful with a high levels of exposure on its ICAT, sustainability, and other initiatives.

The Department of Management and Marketing delivered 11,446 Student Credit Hours in the 2016-2017 academic year with 3,835 student enrollments (this is up from 3,782 student student enrollments and 11,298 credit hours the prior year). Our faculty supervised fourteen (14) Independent Studies, 40 Internships and 11 semester Bachelor’s Essays (6 students). We delivered over 20 courses either on North Campus, or in online/hybrid form during the fall and spring semesters. In the 2017 summer, we are teaching thirteen (13) online courses.

Our department offers 50% of classes at non-traditional times (e.g., outside of “primetime”, online, or at North Campus); Entrepreneurship (25%), International Business (50%), Management (73%), Marketing (43%). Given the limitation of classroom space during primetime hours, and given a desire by the college to meet the needs of nontraditional students, this high percentage at non-traditional course times is noteworthy.

FACULTY AND ORGANIZATIONAL STRUCTURE

The department included nineteen (21) as previously described. We also delivered a number of courses using highly qualified adjunct faculty members (8-10 each semester). We were successful in recruiting three new faculty members who will be joining us in the fall of 2017 as previously stated. Ms. Chris Rodgers continued in the always demanding role of Administrative Assistant for our department.
One of our faculty members, Dr. Elise Perrault, was promoted to Associate Professor and granted tenure during the 2016-17 academic year. Dr. Carrie Messal continued in the role of Associate Chair. Dr. Tom Kent retired after a lengthy tenure with us.

A group of business professional met for the second time to form a Marketing Advisory Board. They represented companies including: Benefitfocus, Blackbaud, the Gotcha Group, BoomTown, Pharma industry, LeCreuset, Quoizel and Levelwing.

Our faculty are highly engaged in teaching, service, and professional development. All of our tenure track assistant, associate and full professors meet AACSB’s SA qualifications.

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.

**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. Examples are:

**FALL 2016**

**ENTR 200 - 001 - Dr. David E. Desplaces**

Teaching Material Developed: DEMOS program in partnership with Cindi May in Psychology with a wild pitch DEMOS competition
Enhancements to Student Learning: GUEST SPEAKERS
Justin McLain
Nick Gavelas
Krissa Watry
Allison Gilmore
Stewart Vernon
Steve Edwards
Gen. Livingston
Jessica Barron Martin
Pat Manna
Nate DaPore
HONS 205-01  Lancie Affonso
Pedagogical Innovations:
Honors Entrepreneurship Living Learning Community (E-LLC) 19 students in 1st Floor of Berry Residence Hall combining majors from Business, Computer Science, and the Liberal Arts.
SPEAKER: Steve Swanson
Inspired Living in the Honors Entrepreneurship Living-Learning Community

MGMT 301-05  Lancie Affonso
New Computational Analytics assignment for Quantitative Fluency: Computer Simulation- CESIM Global Challenge

MBAD 504 - 001 - Dr. Carrie B. Messal
Pedagogical Innovations: EXERCISE: Negotiation Exercise
NEW TECHNIQUE: Utilized teams to complete case analysis; assigned people to groups in round-robin teams.
NEW ASSIGNMENT: Created an assignment requiring teams to periodically interview a selected "leader", then applying course concepts to the challenges and opportunities faced by the leader.
COMPUTER APPLICATION: Harvard Business School Press Change Game
Teaching Material Developed: Utilized new case analysis:

MGMT 325 - 001 - Dr. David E. Desplaces
Enhancements to Student Learning: Dr. Michael Schantz, Ingenity
Dr. William Veal, Social Enterprise/Cameroon course

MGMT 345 - 001 - Dr. Carrie B. Messal
Pedagogical Innovations: EXERCISE: Network Analysis Game
Teaching Material Developed: Utilized new case analysis:
Enhancements to Student Learning: SPEAKER: Stephen B. Kincaid, Principal, ghSMART
SPEAKER: Brook Boren, Boards and Social Responsibility
SPEAKER: Sharon Kingman, Consultant, International Olympic Committee
SPEAKER: Anita Zucker, Chairperson, The Intertech Group
MGMT 420 - 001 - Dr. Elise Perrault
Enhancements to Student Learning: GUEST SPEAKER: Dan Solin, best-selling author

SPRING 2017

ENTR 200 - 001 - Dr. David E. Desplaces
Teaching Material Developed: DEMOS program in partnership with Cindi May in Psychology with a wild pitch DEMOS competition with panel of judges (Nick Gavalas, Heather Smith, Thomas Heath, Noah Leask, and Cate Crusick)
Enhancements to Student Learning: Jonathan Zucker
Christine Osborne
Noah Leask
Adam Anderson
Herbert Drayton III
Diane Gulyas
Michael Cahill
John Krainin
Gail DePriest

Dr. Kelly Shaver
Advisor to Green Blox, by student Josh Weston. Secured grant from the University of St. Thomas Schulze School of Entrepreneurship to support submission of 3 entries in their first e-Fest business presentation competition (Prizes of $100,000, $50,000, and $25,000). When Green Blox was selected as one of 25 finalists (out of 161 submissions from over 75 universities), we received an additional grant to support Josh’s travel to the contest. Though Josh did not “win his room,” and so did not appear in the finals, our close contact with the overall winners (engineers from Virginia Tech) has allowed Josh to obtain engineering support from at least one VA Tech student who will help with his manufacturing as his company moves forward.

ENTR 420-02 24609. Dr. Kelly Shaver.
Sam Oleksak. (Missing from centrally-generated course list).

ENTR 451: Dr. Kelly Shaver
Rick Brisbin, Special Counsel, Haynesworth Sinkler Boyd
Randal Davis and Ford Simmons, SECTR
Tom Finnegan, Director, MUSC Center for Innovation and Entrepreneurship
Jesse Goodwin, Deputy Director MUSC Foundation for Research Development
Perry Halushka, Distinguished University Professor and Dean Emeritus, MUSC College of Graduate Studies
Christine Dixon Thiesing, Foundation for Research Development
INTB 313 - 001 - Dr. David E. Desplaces
Pedagogical Innovations: Ran the Global Trade HelpDesk aims to develop opportunities for South Carolina-based companies that are interested in doing business overseas. The project, supported by the Global Business Resource Center at the College’s School of Business, requires students who serve as consultants to conduct research to produce firm economic opportunity assessments for the companies, including regulatory issues, social and cultural considerations, logistics, and strategic positioning for the global market in question with 7 clients:
- Porzio’s Pizza Sauce (Organic produce)
- Estonia/South Carolina partnership (Huge Foundation)
- Israel/South Carolina partnership
- FastFetch Corporation (Software/warehouse logistics)
- Ocean Road Trading (Fabric from South Africa)
- Two Rivers Inc (Pipeline monitoring software)
- Flite (Environmental Friendly degreaser)

MGMT 345 - 001 - Dr. Carrie B. Messal
Pedagogical Innovations: EXERCISE: Creating a Strong Culture
EXERCISE: Values and Decision-Making
EXERCISE: What has Changed in business?
TEACHING MATERIAL DEVELOPED: Utilized 2 cases not previously used in MGMT 345:
Enhancements to Student Learning:
SPEAKER: Stephen B. Kincaid, Principal, ghSMART
SPEAKER: Jerry Callahan Currently: ISI Technology, Heatworks (Former: Founder, Blue Rhino)
SPEAKER: Bill Finn (Chairman) & Kevin Frank (President & CEO), Asten Johnson
SPEAKER: Anita Zucker, Chairperson, The Intertech Group
SPEAKER: Justin McLain, Duart Mull Capital Partners

MGMT 408 - 008 - Dr. Elise Perrault
Teaching Material Developed: INTRODUCED: Learnsmart and Connect assignments

MGMT 408 - 009 - Dr. Elise Perrault
Teaching Material Developed: INTRODUCED: Learnsmart and Connect assignments

MGMT 420 - 001 - Dr. Elise Perrault
Enhancements to Student Learning: GUEST SPEAKER: Ted Birkham, President Peppercomm (NY)
MGMT 499 – 002 – Dr. Carrie Messal
Pedagogical Innovations: Student successfully tested hypotheses she formed pertaining to perceived over-qualification (a work attitude) and intention to transfer colleges.

Spring 2017:

MBAD 522-01 – Dr. Julia E. Blose
Pedagogical Innovations: Students designed marketing research studies for organizations in the community including:
- Tri-county Cradle to Careers (TCCC)
- Circe’s Grotto
Pedagogical Innovations: Students participated in the 2017 Google Online Marketing Challenge managing Adwords campaigns for the following organizations:
- Bits of Lace
- Circe’s Grotto
- Ghost Monkey Brewery
SPEAKERS:
- Mr. Randy Brooks, Founder, Directions Research, Cincinnati, OH
- Ms. Carrie Gray, Senior Recruiter, Red Ventures, Charlotte, NC
- Mr. Brandon Olesh, Survey Programmer, Burke, Inc., Cincinnati, OH
- Mr. Chris Simpson, Digital Marketing Director, Blue Ion, Charleston, SC

MKTG 329-01 – Dr. Julia E. Blose
SPEAKERS:
- Ms. Caitlin Roark, HR Director, Mr. Josh O’Donnell, Account Analyst and Mr. Zachary Young, Social Analyst, Levelwing, Charleston, SC

MKTG 320 – Dr. Rhonda W. Mack
Pedagogical Innovations: Students designed and implemented marketing research studies on current business topics. Examples: Online shopping behaviors and attitudes, reusable bags in grocery shopping/behaviors and attitudes, Air BnB’s, organ donor attitudes/behaviors, etc.
SPEAKERS:
- Mr. Brandon Olesh, Survey Programmer, Burke, Inc., Cincinnati, OH
- Mr. Kevin Craner, Director of eBusiness, Harris Teeter, Matthews, NC
- Mr. Matt Adams, District Manager, Harris Teeter, Matthews, NC

MKTG 425 – Dr. Robert Pitts (fall and spring semesters 2016-2017)
Pedagogical Innovation: “BIKES simulation” used where student teams develop and implement marketing plans for a new 3d bike to be distributed internationally to multiple market segments.
ENTR 451 – Health Sciences Entrepreneurship – Dr. Kelly Shaver

Pedagogical Innovation – This class is crosslisted with the Medical University of South Carolina and Clemson University (bioengineering program).

MKTG 360 The Business of Television – Spring 2017

Mr. Dave Morgan (Litton Industries Founder and TV production executive) taught this course with insights and perspectives from well known TV executives: Guest speakers were: Jeff Bader, NBC Entertainment; Jeff Benson, of miscellaneous creative areas at both Paramount TV and Lorimar TV; Pete SNiderman, COO, Litton Entertainment, Bo Argentino, SVP Ad Sales of NBC Universal.

MGMT 445 – Seminar in Entrepreneurship – Dr. Kelly Shaver and Glen Starkman

This class is taught in seminar format with executives meeting with a small group of students.

Guest speakers: Dr. Matt Koepke, Dave Morgan, Brandon Brooks, Alexandrea Mellen, Sam Staley, Arianna Megaro, Cara Florence, Allyson Haynesk Alex Skatell, Tommy Baker, etc. (See COE report)

Guest Speakers for the AY 2016-2017:

Taylor Floss, C.H. Robertson; Wilson Baker, OOCL; Rob Hare, Palmetto Rail; Justin McLain, Endeavor; Stewart Vernon, ASP, Steve Edwards, Motivational Speaker/Author; Krissa Watry, Dynepic; Allison Gillmore, DuMore Improv; Jessica Baron Martin, Wells Fargo’ Pat Manna, Serial Entrepreneur; Wayne Mickiewicz, CEO, Retired, Stuart Williams, InPact; Jeff vonFreymann, SCORE Mentor; Doug Boyle, American Heart Association; Melissa Mardelli, Sinclair Broadcasting; Kelly Harold, Pet Helpers; Molly Hefka, Chernoff Newman; Meg Zulick, Hill Holliday; Emily Mosh, Island Realty
HONORS COURSES
Fall 2016

HONS 205-01 Lancie Affonso
Entrepreneurship Theory and Practice (19 students)

Spring 2017

Interdisciplinary HONS 380 - 01 - Lancie Affonso
ST: Technology, Innovation, and Sustainability (11 Students)

HONORS THESES

MGMT 499 - 002 - Dr. Carrie B. Messal
Pedagogical Innovations: Student successfully tested hypotheses she formed pertaining to perceived over-qualification (a work attitude) and intention to transfer colleges.

MGMT 499 - 03 – Dr. Angela Passarelli
The Effects of Executive and Health Coaching on Wellness Among Academic Leaders.

FIRST-YEAR EXPERIENCE AND REACH

Fall 2016

New FYE Course- FYSE 126-01 Technology Ventures (Israel, Estonia, & USA)
Lancie Affonso (15 Students)

Reach – MGMT 301-05 Lancie Affonso (1 REACH student)

Spring 2017

New FYE Course- FYSE 126 Marketing Analytics & Information Management
Lancie Affonso (21 Students)

CONTRIBUTIONS TO OTHER CAMPUS DISCIPLINES:


DISTANCE EDUCATION OFFERINGS
We offered over 20 online/hybrid or North Campus classes during the fall and spring semesters in addition to twelve online courses during the summer sessions of 2017.

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, INTB 409, MKTG 326, MGMT 403.

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

MGMT 377 Psychology of Entrepreneurship (crosslisted with PSYC)
ENTR 407 Ecopreneurship (crosslisted with ENVS)

INTERNATIONALIZATION/GLOBALIZATION
Our departmental faculty are well engaged in various aspects of global education. A few examples of these follow categorically.

Dr. David E. Desplaces

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

Fulbright (or other) Scholars Program Participation
Dr. Rene Mueller was selected as a Fulbright Core U.S. Scholar for the fall of 2017 – announcement in Spring 2017.

Global Scholars Faculty
Global scholars from our department include:
Dr. David Desplaces
Dr. Jim Mueller
Dr. Rene Mueller
Dr. Henry Xie
Dr. Ya You
SHORT-TERM FACULTY-LED OVERSEAS PROGRAMS INCLUDED:
- INTB 390 Social Enterprise and Development – Honduras (Gilliard and AGonzalez)
- INTB 390 Social Enterprise and Development – Tanzania (M Nunda and R. Mueller)
- MKTG 326 International Marketing – Management Center Innsbruck (R Mueller)
- MKTG 360 Special Topics in Intermodl Transportation/Panama Canal co-listed with REAL 360

SERVICE LEARNING

Dr. David Desplaces


Other, Assistant to program director (William Veal), "Kick It Forward in Cameroon", Undergraduate. (2016-2017).

Spring Break in Honduras (previously cited)
Maymester in Tanzania (previously cited)

INTERNATIONAL or INTERNATIONALLY-FOCUSED INTERNSHIPS (IB majors)

Domestic Internships: Our international business majors did international internships for/with:
- Blackbaud
- Bosch, LLC
- Clinical Biologic Resaerch Center (Israeli Start-ups)
- Gualtiero Vanelli
- IDEA, LLC
- KION North American Corporation
- Kobre and Kim Global Litigation Boutique
- Mahle Behr-Charleston
- Mediterranean Shipping Company
- New HOrk Life
- Obviouslee Marketing
- Ocean Road Trading Company
- Qianxin Financial
- Robert Bosch LLC
Overseas Internships:
Nottingham Forrest (England)
Woodbridge International (South Africa)
Germany (3 in Summer 2017)

Teaching Internationally
Rene Mueller, International Marketing, Management Center Innsbruck, Austria
Rhonda Mack, Services Marketing, University of Worms, Germany
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 CoC 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:

- Bachelor's essays (6 students)
- Internships for Academic Credit (40 students)
- Independent Study projects (20 students)

A few of the projects are itemized below.

**Dr. David E. Desplaces**


**Dr. Dave Hansen**


**Dr. Carrie B. Messal**


**Dr. Angela M. Passarelli**


**Dr. Elise Perrault**


**Dr. Robert Pitts**

“Sponsors Commitment to Consumer Social Responsibility,” Undergraduate Independent Study

**Dr. Kelly Shaver**

“Porzio’s Small Business Development,” Undergraduate Independent Study
Internships (other than those of our IB major students)

A few of the organizations our students interned with include:

- BLND Public Relations, Hermosa Beach, CA
- ParkerWhite Branding Industry, Cardiff-by-the-Sea, CA
- Cumulus, New York, NY
- MVP Group International, Inc., Charleston, SC
- iHeart Media, Mt. Pleasant, SC
- Blackbaud, Charleston, SC
- The Gotcha Group, Mt. Pleasant, SC
- Baker Motor Company, Charleston, SC
- ReferalMob, Inc., Boston, MS
- Gal Meets Glam, Charleston, SC
- Iris Consulting Group, Charleston, SC
- Midland Mortgages
- Historic Charleston Foundation
- Music Farm
- MUSC Department of Psychiatry
- COFC Athletic Department
- MatchStick Social
- Little Dog Agency
- The Brandon Agency
- M. Dumas and Sons

Student Organizations

Dr. Carrie B. Messal

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

AMA – American Marketing Association

Dr. Julia Blose and Dr. Ya You (faculty advisors)

Participated in CofC Organization Fair and School of Business Club Fair

Alzheimer’s Association (working with Ms. Chris Rodgers, and coordinating with other campus groups, our AMA students raised over $13,000 for the American Alzheimer’s Association through the “Walk to End Alzheimer’s”.

The chapter also collaborated with Mr. Chuck Beddingfield of Events Management Associates to design and distribute promotional materials to help increase attendance at ESPN’s Gildan Charleston Classic basketball
tournament held on November 17, 18 and 20. In early spring the chapter became a recognized CofC SGA Student Group, thus securing future funding. They hosted additional speakers and sponsored events.

**Entrepreneurship** – Within our department, the ICAT initiative does most of its work—but this is also shared with DSCI and students from across campus. The number of activities, challenges, competitions, etc… is impressive. Drs. Wyman, Desplaces, Shaver, and Hansen from our department participate in this “program” involving a large number of external professionals as mentors and judges. Please read about these in the Center for Entrepreneurship report.

**EVENTS**

Marketing faculty held an open-house information session for students interested in our marketing major in the spring semester of 2017.

**SPEAKERS**

Please refer to separate listings in course innovation section.

**DEPARTMENTAL ENROLLMENTS**

<table>
<thead>
<tr>
<th>Major/Minor</th>
<th>Count</th>
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<td>BADM Minor</td>
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<td>ENTR Concentration</td>
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<td>INSTB Major</td>
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<td>ENTR Minor</td>
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<td>LCSR Concentration</td>
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<td>MKTG Major</td>
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<td>LCSR Minor</td>
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<tr>
<td>MKTG Concentration</td>
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<td>MKTG Minor</td>
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<td><strong>TOTAL</strong></td>
<td><strong>1,331</strong></td>
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**WORKLOAD PRODUCTIVITY**

As previously cited, the Department of Management and Marketing produced 11,446 Student Credit Hours during AY 2016-2017.

**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 2017. Results are yet to be distributed with major breakouts.

**DIVERSITY AND PLANS FOR IMPROVEMENT**

Seven of our current tenure track faculty are female and two of the new faculty members joining us in
the fall of 2017 are female. We have six faculty members of nationalities other than U.S. citizenship. While we made efforts to hire minority faculty in the recruiting efforts this past year, we were not successful. 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 AND (B) PUBLICLY AVAILABLE.

**Journals**

**Dr. Julie E. Blose**

*Journal Article, Academic Journal*


**Dr. Graeme H. Coetzer**

Coetzer, G. H. (2016). An empirical examination of the relationship between adult attention deficit and the operational effectiveness of project managers, 583-605. (1)

**Dr. David E. Desplaces**


**Dr. Carrie B. Messal**


**Dr. Angela M. Passarelli**

Dr. Elise Perrault

Perrault, E., Clark, C. Shareholder pressure and firms’ climate change policies: Corporate political influence tactics, *Business & Society*, 148-175. (2)


Dr. Bob E. Pitts


Dr. Kelly Shaver


Dr. Dave M. Wyman


Research Awards/Recognition

Dr. David E. Desplaces

Fellow, The CASE Association, Service, Community. (September 2016). Our Fellows serve as advisors to the Board and as support for the organization. Our proposed Fellows have done much to strengthen CASE and keep it rolling during our transitional years. David Desplaces has been involved in CASE since, I think, 2003 (in one of the many Baltimore meetings).
His energy and enthusiasm, not to mention his skills and creativity, have served this organization well over many years. He has been program chair and president, stepping in to the latter role as an emergency when our chain of succession failed, and performing extraordinarily well. Absent for a few years and back now in force, we can expect David to bring more ideas and implementation to our group. He represents the "new" CASE Association, and we are so proud to welcome him.

**Dr. Dave Hansen**

Awarded in Spring 2017 for upcoming year: Fellow, CofC Sustainability Literacy Institute

Service Award, School of Business, Service, School, $500.00. (April 2017).

Outstanding Reviewer Award, Academy of Management, Service, Professional. (August 2016). One of 30 recipients out of more than 900 reviewers.

**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 recognizes national leaders and achievers and from every significant field of endeavor.


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

**Dr. Kelly Shaver**

Initiated into Phi Kappa Phi national academic honor society by virtue of having won the 2016 College of Charleston Distinguished Research Award. (March, 2017)

**Ya You**

ILAS Grant, College of Charleston. $500 (May 2017).
Faculty Research and Development Grant, College of Charleston. (November 2016).
Marketing Science Institute/H. Paul Root Award. (June 2016).

**Henry Xie**
Teaching Award – School of Business, Co-winner, $500, (April 2017)

**Other Intellectual Contributions**

**Dr. Angela M. Passarelli**

**Dr. Elise Perrault**

**Dr. Kelly G. Shaver**
Shaver, K. G., (2016). Thoughts have consequences: Attributions by and about entrepreneurs.. In M. Brännback & A. L. Carsrud, *Revisiting the entrepreneurial mind. Inside the black box: An expanded edition*. (2)

**Dr. Dave M. Wyman**
*Newsletter*
Wyman, D. M., Entrepreneurial Leader Newsletter. In *Spiro Institute of Entrepreneurial Leadership*. (2)

**Ya You**

**Invited Lectures/Readings**

**Dr. Dave Hansen**
David J. Hansen, Dragon Con, "Legal Issues of Kickstarter and Crowdfunding," Electronic Frontiers Forum,
Atlanta, GA. (September 2016). (2)

**Dr. Graeme H. Coetzer**

Graeme H. Coetzer, 2nd Event in the State Level Human Engagement and Issues Mgt Process that examines the Experience of and Response to Human Differences in SC, "Advancing the Conversation about how we experience and respond to Human Differences in South Carolina," College of Charleston, Joe Riley Stadium (in collaboration with the RiverDogs). (June 2016). (2)

**Dr. David E. Desplaces**


**Dr. Dave Hansen**


**Dr. Carrie B. Messal**

Rita Shea, Carrie A. Blair, Organizational Beahvior Teaching Conference, "Starting the Day Right," OBTS, Providence, RI. (June 2017). (3)

Carrie A. Blair, Angela M. Passarelli, Organizational Beahvior Teaching Conference, "To affinity and beyond: Using diagramming as management educators.," OBTS, Providence, RI. (June 2017). (3)

Carrie B. Messal, Charles A. Gorman, Perspectives on Leadership Symposium, "Inspiring the helpful self:
How transformational leadership motivates organizational citizenship behavior," Interdisciplinary Perspectives on Leadership Symposium, Mykonos, Greece. (May 2017). (1)


Dr. Jim D. Mueller

Nicholas Mueller, James D. Mueller, Minas Gerais Military Police Academy and Federal University of Minas Gerais, Belo Horizonte, Brazil, "Corporate Social Responsibility and Irresponsibility," Federal University of Minas Gerais, Belo Horizonte, Brazil. (November 2016). (2)

Dr. Angela M. Passarelli

Carrie A. Blair, Angela M. Passarelli, Organizational Behavior Teaching Conference, "To affinity and beyond: Using diagramming as management educators.," OBTS, Providence, RI. (June 2017). (3)


Dr. Elise Perrault


Dr. Kelly G. Shaver


Kelly G. Shaver, USASBE, "Experimentation in entrepreneurship education.," USASBE, Drexel University, Philadelphia. (January 2017). (3)


**Dr. Dave M. Wyman**


**Dr. Yu Xie**


Yu Henry Xie, China Marketing International Conference 2016, "Conspicuous Consumption – Determinants on Chinese vs. Western Consumers," Qingdao, China. (July 2016). (2)

**Ya You**

Ya You, INFORMS marketing science conference, "Customers’ Time Orientation and Affective Content in Online Customer Reviews." (June 2016). (2)

**Conferences and Workshops Attended/Panels Chaired/Other Professional Activity**

**Dr. David E. Desplaces**

Description: five-day Product Management Certificate Program combines the latest in Design Thinking with the best of the Berkeley-Haas MBA program, to prepare you for your dual role: General Manager of your product line, and Product Designer creating products and services your customers will love.

Description: The Negotiation and Influence program is an intensive, interactive three-day course that will help you develop strategies to effectively plan and prepare for negotiations, and show you how to increase your power and influence while maintaining positive relationships. Through a series of challenging, innovative exercises based on today's workplace dynamics you will evaluate your own skills and predispositions, utilize key concepts introduced in the program to hone your performance and gain greater confidence to succeed in the most challenging situations.

Description: An essential course in business strategy, Strategy in Competitive Markets provides the latest and most innovative techniques for assessing and evaluating the competition. Topics covered include: Strategy and Competitive Positioning, Competition Extended: Network Effects, Corporate Level Strategy, Strategic Value Curves, Innovation Strategies for Emerging Technologies

Dr. Dave Hansen
Description: Attended annual meeting to prep QEP for upcoming re-accreditation visit.

Dr. Rhonda Mack
Continuing Education: “Public Policy and Marketing” conference attended (June 2016)

Dr. Carrie Blair Messal
Continuing Education, "Distance Education Training," TLT @ CofC. (June 2016 - August 2016).
Description: Summer DE Training offered by CofC

Dr. Angela M. Passarelli
Continuing Education, "Distance Education Training," TLT @ CofC. (June 2016 - August 2016).
Description: Summer DE Training offered by CofC

Dr. Elise Perrault
Attended Workshop, "Junior faculty development workshop," IABS, Park City, UT. (June 2016 - July 2016).
Dr. Angela M. Passarelli

Continuing Education, "Distance Education Training," TLT @ CofC. (June 2016 - August 2016).
Description: Summer DE Training offered by CofC
Description: 2-day workshop with mentors to achieve balance and high performance as a faculty member - in all three areas of research, teaching, and service.

Dr. Kelly G. Shaver


PROFESSIONAL CONTRIBUTIONS

Dr. David E. Desplaces

Conduct leadership development for the management (about 10-15 hours a year)

Dr. Angela M. Passarelli

Executive Coaching, Fifth Third Bank, virtual, Compensated. (May 2016 - September 2016).
Provided coaching to 4 C-level executives in conjunction with leadership development program offered by CWRU.

Dr. Kelly G. Shaver

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).

Dr. Angela M. Passarelli

Submitted


Dr. Elise Perrault

In Progress

Perrault, Elise (Principal), "Gender and Racial Diversity in Corporate Governance: Where do we go from here?," Federal governmental agency, requested $501,131.00. (July 2014 - June 2019).

Dr. Kelly Shaver

Pending

“STEM-Increasing Diversification of Entrepreneurship in Academia (IDEA)”
National Science Foundation
Project Period: 07/01/17 – 06/30/21, $147,944.
Principal Investigator (on subaward from Medical University of South Carolina)
Pending.

Funded

“Program in Immunology Research and Entrepreneurship (PIRE)”
National Institutes of Health (Funded)
Individual Development Plan for Entrepreneurship Committee Member
Description of this innovative activity:
The Program in Immunology Research and Entrepreneurship (PIRE) trains postdoctoral fellows in
immunology with an emphasis on translation, biomedical innovation and entrepreneurship. The program seeks to address the need to empower our future immunology research workforce with the competence necessary to commercialize scientific discoveries. Disease-related themes that are central to this program are innate immune mechanisms, immunity to infection, alloimmunity (organ and hematopoietic stem cell transplant), autoimmunity, and cancer immunity. The Program Mentor Faculty consist of an interdisciplinary group of about 14 investigators with established training records who are committed to research and research training of postdoctoral trainees within the area of inflammation and immunity. The core training for PIRE fellows is the research experience in the laboratory setting complemented by specialized training in entrepreneurship, using the following components: (1) mentoring through the engagement of an Individual Development Plan for Entrepreneurship (IDPE) Committee; (2) laboratory training; (3) didactic training in biomedical commercialization and entrepreneurship; (4) experiential training by conducting an internship with MUSC's technology transfer office; (5) participation in activities (seminar series, journal club, scientific retreat) sponsored by the Department of Microbiology and Immunology; (6) instruction in the responsible conduct of research; (7) instruction in methods for enhancing reproducibility; and (8) use of a virtual “trainee career toolkit” that includes grantsmanship, teaching and career planning. A goal of the Program is to recruit women and minority postdoctoral trainees to address significant disparities in entrepreneurial participation as well as biomedical and immunology research.

Rejected

“DCL: NSF INCLUDES: Managing Innovation, Communication, and Scale”
National Science Foundation Conference Proposal
Project Period: 11/01/16 – 10-31/17, $250,000.
(Principal Investigator).

Dr. Dave M. Wyman

Funded

Starr, Christopher W., Wyman, David M, "International, Cross-curricular Accelerator for Technology A talent accelerator at the College of Charleston," Non-profit/Foundation, requested $50,000.00, awarded $25,520.00. (March 2015 - February 2018).

SERVICE CONTRIBUTIONS

College of Charleston

Dr. David E. Desplaces

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

Possibilties 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 web site and manage the fundraising reporting for the last cycle including the successful shipment of 3000 school bags and 150 soccer balls to Cameroon, Africa.

FETC - Faculty Senate, Committee Member, Member. (August 2016 - Present).
Responsible for educational technology policy and strategic review.

Spaulding Distinguished Speakers Series, Facilitator. (August 2016 - Present).
Responsible for coordinating speakers series including selecting speakers (2 a year), coordinate logistics including small group meals, taping, marketing campaign.

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.

ITSAC, College Representative, Member. (November 2013 - Present).
Part of strategic review and facilitation of IT annual plan

Coordinated the visit of Brian Polin, scholar from Israel including securing funding for housing and meals, coordinated schedule both on and off campus (3 days) and one large speaker engagement (Wells Fargo), 2 class visits and a brown bag lunch about research.

Center for International Education, Committee Member, Member. (October 2016 - November 2016).
Responsible for reviewing 35 scholarship applications in Fall 2016.

Possibilities Without Borders, Inc, Advisory Board, Board Member. (November 2011 - October 2016).
Work with chairperson to coordinate participation in programs including coordinating operational reports.

FETC - Faculty Senate, Committee Chair, Member. (June 2014 - August 2016).
Chair committee response for educational technology policy and strategic review.
Dr. Dave Hansen
Curricular and Co-Curricular Sub-Committee for the Quality Enhancement Plan, Committee Member. (November 2015 - Present).
Develop curricular and co-curricular portion of the QEP for enhancing sustainability literacy.

FACULTY COMMITTEE ON GRADUATE EDUCATION, CONTINUING EDUCATION AND SPECIAL PROGRAMS, Committee Member, Member. (August 2016 - May 2017). Review Proposals

Dr. Rhonda Mack
SACS COC – Sub-committee member

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

MBA Program, Faculty. (July 2010 - July 2050).
Instructor for the MBA Boot Camp and Orientation programs. Co-facilitator of student team-building, assessment, and development exercises. Create leader development experiences for students, etc.

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

School of Business Curriculum Committee, Committee Member. (August 2015 - August 2018).

Faculty & Staff Giving Campaign Committee, Advisory Board. (August 2016 - May 2017).


Dr. Rene D. Mueller
QEP Steering Committee, Committee Chair. (August 2015 - Present).

Distance Education Committee, Committee 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).

•Grant reviewer and evaluator for US Department of Education, International Education grants (FIPSE Brazil, FIPSE Excellence in Mobility and Title VI B programs). (January 2007 - present).

Director, International Business, Committee Chair. (January 1998 - present).
Dr. Bob E. Pitts
Academic Planning Committee, Committee Member. (August 2016 - Present).
Cornell Hospitality Quarterly, Editorial Review Board, Member. (January 2016 - Present).

Dr. Kelly G. Shaver
SACSCOC Assessment Coordinator, Student Success Center. (April 2016 - August 2016).

Dr. Yu Xie
CofC Institutional Review Board (IRB) Committee, Committee Member. (July 2015 - Present).
Global Scholar Program, mentor. (March 2012 - Present).
Tenure and Promotion Alternate Committee, Committee Member. (August 2013 - August 2016).

Ya You
Undergraduate Research and Creative Activities, Committee Member. (August 2015 - Present).
Student Marketing Association, College of Charleston, Advisory Board, Member. (August 2013 - Present).
School of Business & Department

Dr. David E. Desplaces
Management Internships, Facilitator, Other. (August 2016 - Present).
responsible for Management and Entrepreneurship internship including reviewing program, coordinate application/sessions for applicants and internship providers

Instructor Search Committee, Committee Member. (January 2017 - March 2017).

Dr. Rhonda Mack

Dr. Carrie B. Messal
Selection Committee - Instructor Position OB/HR, Committee Chair. (January 2017 - May 2017).
Search Committee - OB/HR, Committee Chair. (August 2016 - May 2017).
Selection Committee - Strategy Position, Committee Chair. (August 2016 - May 2017).
School of Business Selection Committee - Visiting Faculty OB/HR, Committee Chair. (January 2016 - June 2016).
Department Selection Committee Chair - Strategy Position, Committee Chair. (August 2015 - May 2016).
Chairred
SACSCOC Coordinator - Leadership, Change, Social Responsibility. (December 2015 - Present).

Dr. Angela M. Passarelli
MGMT 301 Course Coordinator. (October 2015 - July 2018).

Dr. Kelly G. Shaver
SACSCOC Assessment Coordinator, Entrepreneurship. (August 2015 - December 2017).
Search Committee, Member. (March 2015 - December 2016).

Dr. Dave M. Wyman
Center for Entrepreneurship, Director. (August 2013 - present).
Dr. Yu Xie
Marketing Major Assessment, Facilitator. (September 2015 - Present).

Ya You
AMA College of Charleston Chapter. (January 2016 - Present).

Community

Dr. Julie E. Blose
American Marketing Association, CofC Chapter, Student Org Advisor (Professional Org). (August 2015 - Present).

MUSC Division of Physical Therapy Advisory Board, Committee Chair, Board Member. (May 2014 - Present).

MBA Committee, Committee Member. (August 2013 - Present).

Dr. Graeme H. Coetzer
Institute for Community Development, Director of the Institute of Community Development, Other. (May 2016 - Present).
Proposed and established the Institute for Community Development, and secured 4 years of seed funding from Denny's ($12000 x 4 years)

Interaction with Industry. (June 2015 - Present).
Supported the formation of a relationship between the Tri-county society for Human Resource Management and the North Campus in which all future meetings, training programs, conferences etc will be developed in cooperation with the School of Professional Studies and held at the North Campus

Dr. David E. Desplaces
Boy Scout of America, Committee member (Training), Other. (February 2017 - Present).

Faculty Development Committee, Committee Member. (September 2016 - Present).
Review sabbatical applications, school FAM and faculty awards yearly

US Coast Guard Auxiliary, Officer/Crew Qualified, Other Officer. (August 2016 - Present).
Flotilla Staff Officer responsible for Flotilla 12-6 operations planning including facilities coordination, monthly reporting and station/section coordination (including major events like Bridge Run)

US Coast Guard Auxiliary, Officer/Crew Qualified, Other Officer. (August 2015 - Present). Participate in operations and manage flotilla operations and teach boat safety courses

Global Business Resource Center, Workshop Coordinator, Other. (August 2016 - April 2017). Responsible for marketing, coordinating and instructor coordination in Fall 2016 and Spring 2017 (no compensation) to support GBRC.

Boy Scouts of America, Assistant Scout Master, Other. (October 2013 - February 2017).
• Coordinate winter camp experience for 14 boys including serving as merit badge councilor for camp
• Teach Cooking, Disability Awareness, Fishing, American Business, Entrepreneurship, Community of the World merit badges
• Trained in both indoor and outdoor skills/First Aid/CPR certifications

Tenure and Promotion Panel Outside Reviewer, Member. (September 2016 - November 2016). Review for Jeremy Clements (Hospitality and Tourism)

Dr. Dave Hansen
Faculty Development Committee, Committee Member. (August 2015 - Present).

Dr. Rhonda Mack
Advisory Board Member, MUSC Masters of Health Care Administration Program

Thesis Supervisor, Charleston Academic Magnate High School

Dr. Carrie B. Messal

Schottland Scholars Program, Director. (February 2009 - June 2017). This is a leader development program for exceptional School of Business undergraduate seniors. Program aims to expose students to a broad range of successful business executives along with their various styles and personal and organizational success.
Dr. Rene D. Mueller

SC District Export Council, Advisory Board, Member. (March 2016 - Present).

Charleston Metro Chamber of Commerce FDI Steering Committee, Committee Member, Member. (January 2016 - Present).

WTC Charleston Brookings Institute Export Initiative, Committee Member, Member. (September 2014 - Present).

SC International Trade Coalition, Committee Member, Member. (August 2008 - Present).

Dr. Elise Perrault

BSBA assessment coordination, Facilitator. (August 2015 - Present).

BSBA curriculum, Facilitator. (August 2015 - Present).

Think Differently Forum, Facilitator, Other Officer. (August 2012 - Present).

Director of TDF. Panel is comprised of students within School of Business, Management & Entrepreneurship Dept. The actual event (forum) is open to all students college-wide.

Academic Magnet High School, Mentor. (February 2017 - December 2018).

Mentor a student on her senior thesis

Dr. Bob E. Pitts


Dr. Kelly G. Shaver

Student Success Center, Advisory Board, Other Officer. (April 2016 - Present).

Co-Chair of Advisory Board; Chair of Search Committee

Institutional Conflict of Interest Policy Committee, Committee Member, Member. (July 2015 - Present).

Financial Conflict of Interest External Review Committee, Committee Member, Member. (July 2013 - Present).
Dr. Dave M. Wyman
Small Business Development Council (SBDC), Advisory Board, Board Member. (August 2014 - December 2050).

Dr. Yu Xie
School of Business Student Development Committee, Committee Member, Member. (November 2015 - Present).
School of Business Assurance of Learning Committee, Committee Member, Member. (January 2015 - Present).
MSc HRMOB program at Lingnan University in Hong Kong, Facilitator, Other. (August 2014 - Present).
Coordinating with Lingnan University in Hong Kong to secure scholarships for CofC SB graduates to attend the MSc HRMOB program at Lingnan University in Hong Kong. Since August 2015, a total of 14 CofC SB graduates have been offered scholarships and enrolled in the MSc HRMOB program at Lingnan University in Hong Kong.
Advisory Board for the Division of Physical Therapy, College of Health Professions, Medical University of South Carolina, Advisory Board, Member. (January 2015 - May 2017).

Profession (Academic Education)

Journal and Conference Review Activity

Dr. Julie E. Blose

Dr. Graeme H. Coetzer
Editorial Board Member, "International Journal of Team Performance Management." (January 2006


**Dr. David E. Desplaces**


**Dr. Dave Hansen**

Associate Editor, "Journal of Research in Marketing and Entrepreneurship."
Other, "Journal of Small Business Management."
Other, "Entrepreneurship Theory and Practice."
Other, "Journal of Business Venturing."
Other, "Journal of Management Studies."

Associate Editor, "Journal of Research in Marketing and Entrepreneurship." (October 2015 - December 2017).


**Dr. Carrie B. Messal**

Invited Manuscript Reviewer or Referee, "Leadership and Organizational Development Journal").

Invited Manuscript Reviewer or Referee, "Human Relations").

Invited Manuscript Reviewer or Referee, "Human Resource Development International").
Manuscript Reviewer or Referee, "Southern Management Association").

Manuscript Reviewer or Referee, "Society of Industrial/Organizational Psychologists").

Manuscript Reviewer or Referee, "OBTC: Meeting for the Organizational Behavior Teaching Society").

**Dr. Angela M. Passarelli**


**Dr. Elise Perrault**

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).


Invited Manuscript Reviewer or Referee, "International Association of Business and Society." (January 2016 - December 2017).

Invited Manuscript Reviewer or Referee, "International Journal of Management Research." (January
2016 - December 2016).

**Dr. Bob E. Pitts**

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

**Dr. Kelly G. Shaver**


Selection Panel Abstract Reviewer, USASBE. (October 2016).

**Ya You**


Invited Manuscript Reviewer or Referee, "Journal of Marketing." (May 2016 - December 2016).

**Service to Profession**

**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. Carrie B. Messal**

Advisory Committee, East Carolina University PhD in Occupational Health Psychology, Advisory Board, Member. (July 2016 - Present).
Organizational Behavior Teaching Society, Governing Board, Board Member. (June 2014 - June 2017).
While in role, also established and served as the coordinator for the Early Educator Institute (EEI)

**Dr. Angela M. Passarelli**

Scientific Advisory Council, Advisory Board, Board Member. (January 2016 - January 2018).
Review grant proposals and annual research poster award submissions

**Dr. Elise Perrault**

2020 Women on Boards SC Chapter, Committee Chair, Other Officer. (September 2013 - present).

**Dr. Kelly G. Shaver**

Innovation Award Committee, Committee Member. (November 2015 - Present).
Judge annual innovation research award.

Federal Demonstration Project, Faculty Representative. (May 2010 - May 2017).

**DEPARTMENT STRENGTHS AND WEAKNESSES**

**Strengths**

- Highly qualified faculty
- Engaged faculty
- 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.
CURRICULAR DEVELOPMENTS AND CHANGES FOR NEXT THREE YEARS

At this time, the only thing on our “near” horizon is the planning for a major in management. The actual form this will take is still on the table but we will begin planning in the fall of 2017 as our three new management faculty are on board at that time.

We will also continuously examine the rollouts of the changes made this year to our academic programs.

STUDENT AWARDS

This year’s winner of the “2017 School of Business Outstanding Student Achievement Award” was our department’s 2017 Entrepreneurship Award winner, Joshua Weston, for his eco-business plan titled: “Green Box”

2017 Outstanding Business Student Award: Jillian Barbara, winner
2017 Outstanding Entrepreneurship Student Award: Joshua Weston
2017 Outstanding Marketing Student Award: Nicholas Mashuta and Nicholas Brown, co-winners
2017 Outstanding International Business Student Award: Shana Devlin and Kieran Suri, co-winners
2017 Al Lifton Award: Owais Jadoon and Carly Phillips, co-winner
2017 DEMOS Wild Pitch Competition: Taylor Shawver, winner; Phillip Byrd and Margaret Dylan Mansour, runners-up
2017 New Venture Planning – Business Plan Presentation Award: Joshua Weston, winner, Gordon Romons and Jose Chiligoba, Team co-winners
“ENACTUS BUSINESS CONCEPT PITCH” fall semester: Maxwell Paris
“Enactus Pizza and Pitch Context” fall semester: Isaac Waters

Undergraduate Awards:
2017 Business concept Pitch Competition – 17 winning team students

STUDENT ACCOMPLISHMENTS
Joshua Weston’s “GREENBLOX project was selected as one of the 25 finalists for eFest 2017 a national competition in Minneapolis in April for entrepreneurial student submissions. The competitive selection was a process using more than 30 judges to select the 25 teams out of 141 submissions. He received a stipend for the award and went to the national competition. CONGRATULATIONS Joshua!
Contact Information

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Carrie Blair Messal, Ph.D., Associate Chair

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