



Date: March 9, 2020

To: Cathy Sandeen, Chancellor

From: John Stalvey, Interim Provost *John R. Stalvey*

Cc: Karen Markel, Dean, College of Business and Public Policy  
Yong Cao, Professor, Marketing  
Ed Forrest, Professor, Business Administration  
Susan Kalina, Vice Provost for Academic Affairs  
Claudia Lampman, Vice Provost for Student Success

Re: **AY20 Expedited Program Review Findings – Marketing BBA**

I have reviewed the dean's findings and the completed Expedited Program Review Template for the Marketing BBA. The Provost's Office did not receive an Optional Program Response Form from the program.

### **Recommendations**

My recommendation is to change the recommendation to continued review and accept the other recommendations of the dean with the additional commentary that the area focus assignment of fulltime faculty resources to meet the sufficiency requirements for specialized accreditation. Additionally, the program has one of the highest number of majors in the college, yet it graduates among the fewest. The program must analyze the cause and implement a plan to increase its graduation rates. The plan is due to the dean by December 1, 2020. An interim progress report on all recommendations including implementation of the plan to increase graduation rates is due to the dean by March 1, 2021. The dean will submit a review along with the program's interim progress report to the provost by April 1, 2021. A follow-up Program Review will be conducted in AY22.

### **Decision**

Recommend Continued Review