

ADVERTISING

(B.S.)

Program Review
Follow-up Report
March, 2000
Ferris State University

TO: FSU PROGRAM REVIEW COMMITTEE
c/o Vincent M. King, Pennock 417

FROM: ADVERTISING PROGRAM FACULTY
Susan K. Jones, Chair of 1997-98 Program Review
Paul Jackson
Tom Mehl
John Montgomery

SUBJECT: ADVERTISING PROGRAM REVIEW
FOLLOW-UP
Due March 13, 2000

CC: Jim Maas, Acting Dean, COB
Stuart Travis, Marketing Department Chair

The Advertising Program Faculty respectfully submits this report as a requested follow-up to our Program Review completed in 1997-98.

Program Strengths and Plusses for Ferris State and Michigan

As previous reports have indicated, the Advertising Program at Ferris State is unique in two significant aspects. First, it is located in the College of Business instead of in a journalism department – one of only a handful of Advertising programs in the nation providing students the positive benefits of a well-rounded business education. Second, the FSU Advertising Program offers specific, actionable, hands-on, practical learning of a depth and quality that is unequaled in the State of Michigan and beyond.

What's more, the Ferris Advertising Program serves its students, other programs at FSU, and Michigan in several important regards:

- Ferris Advertising students get good jobs and succeed in their field. The most recent available placement survey shows that of those Advertising graduates reporting, 100% were placed in the field at starting salaries markedly higher than in recent years (average \$25,000-plus). Our active Advertising Advisory Council applauds the Ferris program because of its practical, hands-on nature and willingness of faculty to alter curriculum to fit the changing needs of the field.
- The Ferris Advertising program provides valuable service to other programs. Many other COB programs require or recommend our Principles of Advertising course, which is taught by faculty who are seasoned Advertising "pros." Our Retail Advertising course is a major service course for PGM and PTM students, as well as an elective for Advertising majors. Marketing majors as well as Advertising majors take Advertising Management and Business-to-Business Advertising classes as directed electives, often leading to Advertising or Direct Marketing certificates. Advertising classes are being counted on as pivotal major and elective classes for the upcoming E-Commerce degree in the College of Business.

- The Ferris Advertising program is viable and affordable for Ferris. Since our Program Review, the number of students in the program has recovered from 50-some majors to 70-some majors on a regular basis. While this is less than the 100-plus majors of the late 1980s/early 1990s, the 70-some majors provide “critical mass” for required Advertising courses, which now routinely fill at acceptable levels. (They are offered less often than in the past, perhaps, but with careful scheduling and advising, students graduate on time with all required classes.) What’s more, with only about 2.00 FTE faculty assigned to Advertising, the program is affordable for Ferris State. Indeed, while all four faculty teach in other programs, we all pour considerable energy into the Advertising program, nurturing and advising of its students, and developing recruitment and retention plans.
- The Ferris Advertising program provides an excellent alternative for Visual Communications students who are not selected to continue in VC after their first two years in the program. This function may well become more vital as the second two years of VC move to Kendall College in Grand Rapids.

Areas for Program Improvement

In 1997, we pointed out two areas where we believed improvement was most needed.

The first was in technology. Since then, the technology issue has been addressed in great part, with better equipment for faculty and students, and in classrooms. However, our Advertising lab in Bus 112 continues to represent a huge “opportunity for improvement.” It has yet to be updated with appropriate furnishings and equipment (see Appendix item 1).

The second improvement issue we pointed out in 1997 was leadership.

Unfortunately, this issue has yet to be addressed. Faculty members have asked at every opportunity that a leader for our program be designated, and that this individual be granted at least .25 release time to pursue recruitment and retention activities and other program management tasks. To date we remain four “equals” without program leadership, all teaching full loads.

Addressing the Recommendations and Concerns of Program Review

In this report, we have been asked to focus our remarks on the recommendations and concerns expressed during the Program Review process of 1997-98. This document provides an update on each of those matters, as well as general and specific supporting materials.

Recommendation of Program Review Committee: *“The program needs a coordinator with at least 25% release time. The coordinator needs to develop and implement a comprehensive plan to revive the program and give it new direction and energy. This plan should address the following concerns:”*

As we pointed out in Program Review – and as the Program Committee agreed – the revitalization of a program requires leadership. There are four faculty who teach classes with the advertising prefix. All of us also teach in one or more other disciplines. Indeed, in certain semesters, some of us spend more of our time in other disciplines (marketing, sales or retailing) than in advertising. There is no designated leader for the program, and we all teach a full load of classes. We have asked at every opportunity for the release time or – at the very minimum – a statement and agreement that one faculty member is the leader of the Advertising program. Our current dean – while acknowledging this request – responded with the following statement in a recent document titled “College of Business Three Year Planning Statement FY 2001 to 2003” sent to the President and Academic Affairs V.P.:

“Several of our programs have recently gone through the Academic Program Review Process. In most cases, a recommendation was made to have a faculty member serve one quarter time as a program coordinator to oversee the health of the program. We do have coordinators for PGM, PTM, VC, MIM, and Hospitality programs. However, if we were to have program coordinators for each of the remaining twenty-four programs, it would require approximately six new faculty members. This is clearly not a viable alternative. This is an area in which we are struggling to find a good solution that we can economically afford. The Noel/Levitts Enrollment Potential Report indicated that our recruitment efforts have been fragmented and activity based rather than part of a tightly woven, strategic enrollment development plan.”

We point out a few questionable areas in the statement above.

- There are programs in the College of Business that have program coordinators, as the statement indicates. Most of these are thriving, while some of those without coordinators are struggling.
- A program started just a few years ago, Music Industry Management, has had a program coordinator from Day One. It is growing rapidly.
- The statement that having a program coordinator for each of 24 programs would require six new faculty members is not necessarily accurate. It might, for example, require using adjuncts for one class per program each semester, as a much less costly alternative. What’s more, if the program coordinators’ work has the desired effect across the board in the COB, Ferris would need to hire new faculty to meet demand, would it not?

The bottom line here is that the Advertising Program’s request – and the Program Review Committee’s recommendation – for a designated leader, preferably at .25 release time, has not been met. Even so, we have made considerable strides on some of the concerns and have reports to make on all of them.

Concern #1: Recruitment Plan

- The Advertising Program was granted Programmatic Marketing Money in the sum of \$4,000 to develop and execute a recruitment plan. We are using this money to do the following:
 - Develop a mailing list of high school teachers and contacts to whom we can send a recruitment package and follow up with visits. (See Appendix 4 for details).
 - Develop a much more extensive Ferris Advertising Web Site that can be used for recruitment, alumni public relations and communications, and much more. (See Appendix 5 for a prototype of this web site).
 - Help promote our on-line Business-to-Business Advertising class, which attracts students from all over the world. (See Susan K. Jones' faculty web page for details – request a password if you would like to “surf” the class.)

In addition, Professor Paul Jackson and one of our advertising majors made a “pilot” visit to a high school in Saginaw during Fall Semester to test out the concept of visiting with appropriate classes and counselors to do recruitment for FSU Advertising.

Retention – While not specifically addressed in the concern, we believe that retention is also a significant issue. We have stepped up our efforts at advising Advertising majors from the moment they set foot on campus, encouraged freshmen and sophomores to join the Ad Group so they can affiliate with the Advertising peers, and participated in the introductory FSU courses for freshmen.

Concern #2: Student Management and Computer Skills

All advertising faculty have made significant strides in their personal computer skills and in the use of the computer and the Internet in the classroom. Two examples: Professor Montgomery has a proposal pending to add an incremental, required class for all advertising majors which will make them more proficient in the design and presentation software our industry advisors recommend. Professor Jones uses the Internet every day in every class, and has a full-blown web site for three out of the four classes she teaches regularly. (The fourth class web site will be developed during 2000-2001).

All Advertising professors now either require or encourage that presentations be done using Power Point and other current business technologies. The fact that the COB is being “wired” year by year so that more classrooms have the necessary hardware and software for such presentations helps facilitate these requirements.

Concern #3: Consideration of an Integrated Degree

After much discussion and exhaustive committee work, the Marketing Department has voted to integrate the Marketing and Marketing Sales degrees. Beyond that, no additional integration is contemplated currently. While some may consider it an obvious move to integrate Advertising and Public Relations, at Ferris State these programs have almost no major course work in common. Advertising is taught as a marketing function, and Public Relations as a management function. Both programs are highly regarded in the industry in their current configurations; integration would likely do much more harm than good in terms of recruitment and student marketability.

Concern #4: Real-Life Experiences in the Curriculum

Here are some examples of how we have taken steps to add real-life experiences to the curriculum:

1. We meet at least once and more often twice per year with our Advertising Advisory Council (see Appendix 6 for current list). When we do so, we invite student leaders to attend and to share what they have learned with their peers back on campus. We integrate the advice of our Council almost immediately whenever possible. John Montgomery's new class is an example of how we have done so; additions to and deletions from coursework are other, more subtle examples.
2. We encourage all Advertising majors to join the Ad Group and to take its many field trips and longer duration trips to Grand Rapids, Detroit, Chicago, and other destinations where they tour advertising agencies, media companies, vendors, and other "movers and shakers" in our field. We have stepped up efforts in this area considerably, fueled by the funds students earn in their "Executive Suite" Ad Group snack bar.
3. Students are provided with 5 to 10 opportunities a year to join faculty members at shows, conferences and educational events sponsored by the Direct Marketing Association, American Marketing Association, American Association of Advertising Agencies, AdCrafters' Club of Detroit, Direct Marketing Association of Detroit, Chicago Association of Direct Marketing, and many more.
4. Several faculty members use "real life clients" for classes including Retail Advertising, Business-to-Business Advertising, and Advertising Campaigns. Efforts have been stepped up to use "real" clients instead of case histories in all of our classes where projects and campaigns are involved.

Concern #5: More Choices of Courses outside the COB

Frankly, we consider this a non-issue. The Advertising Program has a higher percentage of General Education credits required than any other program in the College of Business, well over the 40% requirement. While it does not show up on our checksheet due to space limitations, through advising we provide students with an extremely broad array of options for their directed electives, beyond the most commonly recommended ones. If this is an issue for Advertising, it should be brought up as an issue for most all COB programs. We are vehemently opposed to the watering down of our major or of the number of courses in our major. This is what separates our students from those in more general business curricula, and gets them their jobs.

Concern #6: Building a Better Program Data Base

We agree that the program should build a better data base. However, with no leader and no release time for this activity, it is unclear whose responsibility this is. This writer has done her best to pull together relevant documents for this report. We respectfully submit that under the current administration, where program leadership and release time are not considered pressing issues, perhaps the Marketing Department should be charged with this task for programs without designated leaders.

Concern #7: Dedicated Room for Layouts and Mac Lab

This was an issue which we brought up in our Program Review report, and which the Program Review Committee endorsed. Almost immediately, Professor Montgomery developed a viable plan for this room and lab, which was submitted according to the Unit Action Planning Process. This project has yet to make it to the University's or the College's short list. We invite members of your committee to visit Room 112. It certainly does little to project a professional Advertising image on the part of the faculty or Ferris State. Indeed, it is arguably the least updated room in the entire COB building. Prospective students who believe they are preparing for the "glamorous world of advertising" surely have a rude awakening when they visit this area. Indeed, in our field, elegant offices and plush surroundings are par for the course. Ferris does little to help us project this image in the room known as the Advertising Lab. We note that this project will be submitted again for potential funding for 2000-2001 through Administrative Program Review. To date, however, there is no progress to report. We believe we have done our part to identify the need, bring it up at suggest a detailed solution, and re-submit it at every opportunity.

Concern #8: More Faculty Involvement in Professional Activities

Please see the attached Vita for all four Advertising faculty members. We believe you will be pleased by the greater depth of involvement these Vita indicate. At the time of Program Review, the Vita we submitted were not as complete as they should have been.

We have taken care to do a better job this time around in reflecting much more thoroughly our involvements in our industry and community.

SUMMARY AND CONCLUSION

Surely you have all heard the statement that goes something like this: "We have done so much with so little for so long that now most people probably think can do anything with nothing." Sadly, it seems that Ferris State may believe this about the Advertising Program. While Program Review clearly indicated a recommendation for leadership and a coordinator with release time, the University, College and Department have rejected that recommendation to date. While Program Review clearly indicated a recommendation for the refurbishment of Room 112 of the COB, this project evidently remains a low priority for the University and the College.

We are puzzled by the definition of "Continued, With Monitoring," the designation we received after Program Review. We have received no "Monitoring" that we can discern. No one checked in to see how we were doing, asked if they could intervene to help us address the concerns, or asked us for interim progress reports. Evidently, "Monitoring" consists only of asking for this report, two years after the designation was given to us. My thesaurus says that to monitor means to "check, watch, observe, keep an eye on, scrutinize, examine." In the last two years, none of those has taken place, that we can discern.

Even so, we were delighted to receive our Programmatic Marketing funds and have striven to take advantage of them. Hopefully, as we implement our data base and web site programs aimed at recruitment, we will have a positive impact on our program's numbers. We have taken to heart the concerns about professional involvement, real-world integration, computer integration, and much more – and we believe we have shown considerable progress in these areas.

We strongly recommend that our program be continued and – dare we hope – *enhanced* at least to the extent of the original reports recommendations. With a consistent 75- 80 students enrolled in our program, a strong service function within the COB and the University, faculty willing to teach in other areas yet still spend much time and energy nurturing the program and its students, this seems like a "natural" for Ferris to enhance. All four of us love the Advertising field and the kind of students we teach. Our enthusiasm and ongoing commitment to the field are obvious – just ask our students and alumni! We look forward to your response – and don't hesitate to ask for any more documentation or information you may need.

Appendices

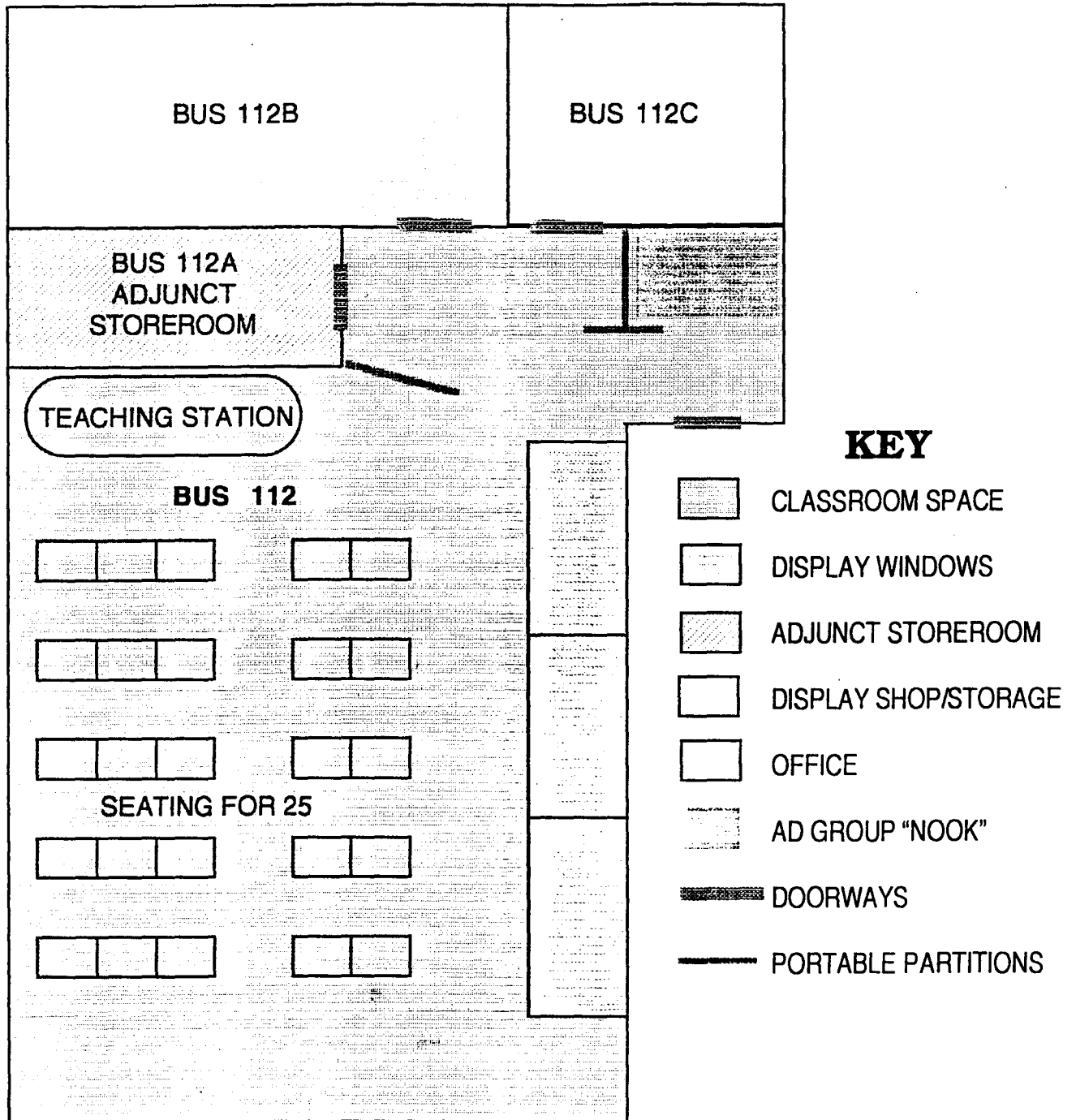
Advertising Program Review Follow-up Report

1. BUS 112 Layout and Plan
2. Programmatic Marketing Plan and Award
3. Recruiting Package Documentation
4. Advertising Web Site Prototype
5. Advertising Advisory Council Members List
6. Vita of Montgomery, Jackson, Mehl and Jones
7. Most Recent Placement Info for Ad Grads
8. Advertising Enrollment Profile
9. Advertising Graduation Profile
10. Program Costs Information
11. Administrative Program Review

1

BUS 112

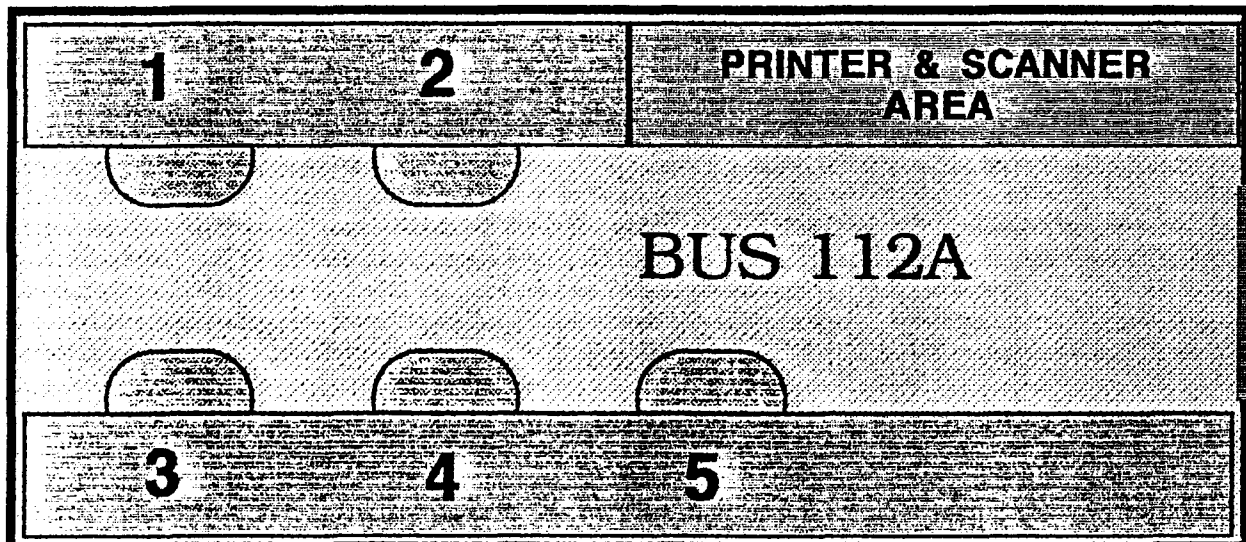
Advertising Lab and Visual Merchandising Studio



This layout represents the current use for BUS 112, 112A, 112B and 112C. Refer to page 2 for proposed change of usage.

This layout represents the proposed change of use for BUS 112A from ADJUNCT STOREROOM to collaborative computer lab.

The lab would be utilized for both ADVG 312 (Advertising Layout & Production) and RETG 229 (Visual Merchandising). This proposed collaborative (Macintosh equipped) lab would be used in conjunction with the Macintosh lab located in BUS 106.



Five (5) computer stations with printer and scanner operations.

COSTS: (?)

- Remodeling: wall (up to ceiling) extensions, network wiring, lighting and possibly filling (blocking off) in exterior window.
- Five (5) Macintosh computers
- One (1) Color printer
- One (1) Color scanner
- Software licensing (QuarkXpress, Freehand, PageMaker, etc.)

TO: TOM OLDFIELD 2/5/99
FROM: ADVERTISING FACULTY
(Please let Susan Jones know if you need more information -- x2468)

PROGRAMMATIC MARKETING REPORT

I. Name of Academic Program and Contact Person(s)

B.S./ADVERTISING

Contact: Susan K. Jones x2468
Other Program Faculty: Paul Jackson
Tom Mehl
John Montgomery

II. Review of Situation

Enrollment Trends: The B.S./Advertising program reached a peak enrollment of 201 (plus 26 transfer students) in the Winter of 1991. Since then the program has fallen to a low of 59 (plus 7 transfers) in the Fall of 1996. Enrollment has now stabilized and has increased to a current level of approximately 70 students. However, faculty agree that a total enrollment in the range of 100 to 120 students would allow us to continue to work effectively with existing faculty, yet ensure that classes run on a regular schedule.

Resources Available: Our best resources are our faculty. All four of us have worked in the field of advertising and are enthusiastic proponents of the field with practical orientation. We have a problem with physical resources: we use "bare bones" classrooms and must bring in any outside A/V or Internet resources. Room 112 of the College of Business is on the list for Unit Action Plans to be upgraded into a state-of-the-art resource area for Advertising, but this plan has yet to be approved/funded.

Competition for Students: Within the State of Michigan there are advertising programs at Michigan State, Wayne State, Western Michigan and Grand Valley. Our strongest competition is Michigan State, however we have a good selling point in that our program is in the College of Business with a rigorous business core; we offer smaller classes; stand-up presentation skills; and opportunities for lesser high school achievers to be accepted into and perform in our program.

COLLEGE OF BUSINESS
MARKETING DEPARTMENT

FERRIS STATE UNIVERSITY

Demand for Graduates:

According to the results of Ferris placement surveys, our placement rates have consistently been in the 90-plus % area. In today's strong job market, even "C" students with a Ferris advertising degree are immediately employable.

Previous Recruiting Efforts:

Cooperation with University and College of Business programs such as Autumn Adventure, career exploration programs, on-site recruitment at community colleges, and occasional attendance at college and career nights. Advertising faculty have been regular members of the College of Business recruitment and retention committees, and have done calling to student inquirers and accepted students when supplied with necessary lists and data.

III. Marketing Strategy

Strategies to Employ:

1. Develop a customized package for advertising prospects including the excellent brochure from the American Association of Advertising Agencies (4As)
2. Hold one or more receptions a year for advertising prospects in strategic locales such as community college partner sites and Ferris remote campuses
3. Develop a list of high schools with journalism and yearbook programs and cultivate their faculty sponsors; visit schools with highest potential and send the advertising prospect package to all schools with journalism programs
4. Develop a list of journalism and advertising classes and faculty at Michigan community colleges; contact them and arrange to serve as guest speakers for classes where such involvement is welcomed.
5. Target direct mail based on ACT information to high school juniors/seniors who have expressed an interest in advertising/communications careers.
6. Upgrade the advertising program portion of the Ferris web site and/or create a Ferris advertising CD-ROM to use in recruitment
7. Continue to promote on-line classes in direct marketing and business-to-business advertising to expand our marketing reach and ensure the continued strength of the Direct Marketing Certificate Program.

IV. Funding Request

See attached budget

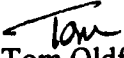
COLLEGE OF BUSINESS
MARKETING DEPARTMENT

119 South Street, Big Rapids, MI 49307-2284
Phone 616 592-2426 Fax 616 592-3521 E-Mail MKTG@BUS02.FERRIS.Edu



FERRIS STATE UNIVERSITY

MEMORANDUM

TO: Susan Jones
FROM: 
Tom Oldfield
SUBJ: Advertising Programmatic Marketing Grant
DATE: March 23, 1999

I am pleased to inform you that the Program Marketing Committee has reviewed and recommended funding of your marketing plan to enhance enrollment in the Advertising program. The committee recommended that your plan be funded for \$4,000. I support this recommendation and I have asked Linda Golden to arrange for transfer of funds to the appropriate budgets.

To assess the impact and effectiveness of this program, I would like a status update or final report by April 15, 2000. The report should follow the attached format. This will also be included in my year-end initiative report to the President.

Congratulations on receiving this initiative money. I am confident that this project will benefit your program.

cc: Joe Rallo, Stuart Travis, Barbara Chapman, Margaret Avritt, Ron Greenfield,
Linda Golden

Recruiting Package

We have developed the recruiting package for teachers/advisors and high school students who will be graduating and attending college. The actual ages of the students we will be hitting will be 9th grade (14 years old) through 12th grade (18 years old). The interests that these students will be involved in will be the following curriculum: general advertising, marketing/retailing, art and also anyone involved in yearbook, school store, and the high school newspaper. These choices are the most likely to target based on their interests that often lead to advertising careers.

The conclusion we have reached is that targeting the students should be done through their teachers/advisors. The teachers/advisors will then in turn hand the information either physically or vocally to the students.

The general list of schools was downloaded from the composite list available from the State of Michigan Department of Education web site. The schools were then put into clusters based on regions. Once this clustering is completed, schools will be contacted to get actual names of teachers/advisors in the above areas. Once this is finalized we will then send out the recruitment package. A phone call or actual visit from a faculty member and student in the advertising program will then follow up the recruitment package to answer any additional questions they may have.

The Package itself will include the following:

Teacher Cover Letter A letter to introduce the recruitment package. It asks the teacher/advisor to share the information with their interested students. Also makes available to them all contact information for our university.

Newsletter The newsletter will have the logo “Ferris State University **AD**vantage” across the top. The publication itself will be updated quarterly. The information it will hold is updates about the program itself, Ferris’s achievements and anything the advertising group has done lately. The most recent publication will be sent along with package.

Student Profiles These profiles will give specifics about a student. Which include in-depth detail about high school, college major choice and why, and also why they enjoy the program. We will also list plans after graduation and also achievements or rewards they have received.

Alumni Profiles These profiles will be about the same as the student profiles but more about achievements after college. We will tell about what career they are in now and how Ferris was the right decision for them.

Career Outlook This is an outline of job opportunities in advertising field. Telling where jobs are and how to attain them. Also gives salaries that come with these jobs.

Advertising Career Book Gives specific details on what certain careers will actually be doing.

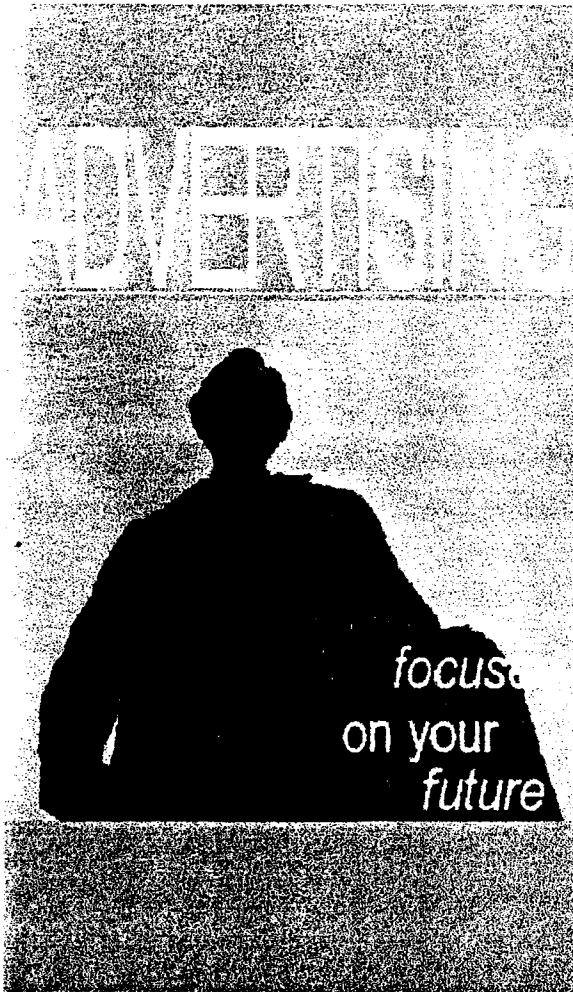
Why Ferris? Brief facts on why Ferris’s advertising curriculum is typically better than most. Telling our reputation in more than one aspect.

Program A check sheet of classes that are required for our curriculum.

Courses Tells directly about classes in our program. Giving overview of what will be studied and to what extent.

AD Group/ AAF Brochures What the Ad Group and AAF are about. A Synopsis of business connection that you can receive- not to mention social connection within the club. Tells also what you must do to become a member.

4




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of
Business Page]

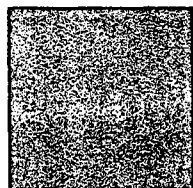
*focus
on your
future*

Welcome!
Thank you for your
interest in Advertising
Ferris State University
We are proud of our
program and have mu
to offer our
undergraduate studer

[[click here](#)] to enter a
find out more.

ADVERTISING @ ferris state university

	the program	
	course listing	
	ferris ad group	
	ferris alumni	
	links	
	contact	



the program



Unlike most universities, Ferris offers the advertising program through its marketing department, an approach supported by industry leaders. The program is designed for students who wish to pursue careers in advertising agencies, advertising media such as newspapers, magazines, radio and television or in advertising departments of manufacturers, retailers, business enterprises and government.

The program is based on the idea that there is no substitute for experience. Students become directly involved in the advertising process. They write copy, develop advertising campaigns and create advertising strategies. In addition, a cooperative education program allows students to gain on-the-job experience while earning University credit and a paycheck.

the faculty

The advertising faculty at Ferris State University are each unique. But they share one common thread: they all have a working background in the advertising industry. Each one brings first-hand experience to their classroom instruction. They don't just teach from a text book, they teach how things work in the real world. Click on a name below to find out more about that instructor.

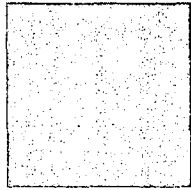
Susan K.
Jones

Paul
Jackson



Tom
Mehl

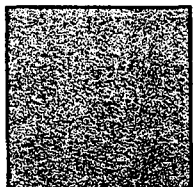
John
Montgomery



courses



As said before, the advertising program at Ferris State University is located in the College of Business. This offers students a broad background of business topics as well as the in-depth instruction they get in advertising courses.



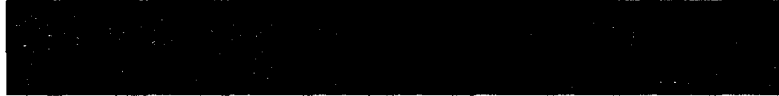
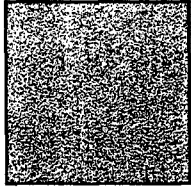
ferris ad group



The Ferris State University is a very good student organization. The 1999-2000 group is made up of X number of members.

One of the key things the Ad Group does is run the coffee shop in the College of Business's student lounge.

The group is also active in planning a trip each semester to places like Chicago, Toronto or Detroit. These trips are designed to get advertising majors into the agencies and ad departments of large companies, offering a flavor of what the "real world" is like.



alumni



Ferris is very proud of its alumni. Read some of their stories and testimonials about how an advertising degree from Ferris State University has helped in their careers.

Susan K. Jones



Susan K. Jones,
 Professor of
 Marketing

Current Schedule

ADVG. 375

MKTG. 383

ADVG. 486

Contact

[CLICK HERE to
 Visit her Website](#)

E-mail
[susan.jones@
 ferris.edu](mailto:susan.jones@ferris.edu)

Susan K. Jones is a tenured, full-time Professor of Marketing at Ferris State University and a partner of The Callahan Group, LLC. Ms. Jones began her own firm, Susan K. Jones and Associates, in 1980, specializing in business-to-business, collectibles, catalogs, educational products, and financial services. She joined Ferris State in the fall of 1990 and The Callahan Group in 1998.

Clients of Susan K. Jones & Associates have included International Resources, The Hamilton Collection, Enesco Corporation and Collectors' Information Bureau -- all in the collectibles field -- as well as International Correspondence Schools and Consumer Target Marketing/Retail Target Marketing Systems in the business-to-business realm. At Ferris State, Ms. Jones teaches direct marketing, business-to-business advertising, advertising copy, advertising management, and other marketing, advertising and public relations courses. She also teaches the first undergraduate direct marketing and business-to-business classes ever offered via Internet. She was named Marketer of the Year for 1991 by the West Michigan Chapter of the American Marketing Association, and in 1993 she was honored for innovative teaching by the Direct Marketing Educational Foundation. In October, 1997, she received the Robert Clarke Award of the Direct Marketing Educational Foundation as Direct Marketing Educator of the Year.

Ms. Jones has taught in DePaul University's Vachel Pennebaker Direct Marketing Certificate Program and DePaul's MBA program, is a past Chair of Trustees for the Chicago Association of Direct Marketing Educational Foundation, a past CADM board member, and a current CADMEF Trustee. She was named 1996 Volunteer of the Year for CADM. She is the author of Creative Strategy in Direct Marketing (NTC Business Books), the co-author of Selling by Mail (Scribner's), and has authored or co-authored a number of other books on time management and collectibles.

Ms. Jones enjoys an active volunteer career, currently serving as a member of the Northwestern University Alumni Association Board and as West Michigan Alumni Admissions Council Chair for Northwestern. She is a member of the board of the Mercantile Bank of West Michigan, past-president of the Junior League of Grand Rapids, and a graduate of Leadership Grand Rapids. She is a member of the board of Grand Rapids' Urban Institute for Contemporary Arts and serves as Corporate Sponsorship Vice President of the West Michigan American Marketing Association for 1999-2000. Educated at Northwestern University, Ms. Jones holds an M.S.J. in advertising. She lives in East Grand Rapids, Michigan.

FERRIS STATE UNIVERSITY
ADVERTISING ADVISORY COUNCIL MEMBERS
12/13/99

5

DEBORAH SCOTT

President, Copy Options
2812 East Beltline Lane NE
Grand Rapids, MI 49525-9704
(616) 364-2679
SPECIALTY: Dir. Mktg./Print Prod.

MICHAEL T. MILLER (FSU Alumnus)

Sr. Media Planner, McCann-Erickson
755 West Big Beaver Road
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(248) 362-5703
SPECIALTY: Media

BOB BREESE

President, BB Dir. Resp. Agency
4211 Oak Tree Circle
Rochester, MI 48306
(248) 656-9235
SPECIALTY: Direct Marketing

MICHAEL BYERS

Sr. Program Mgr., Herman Miller
MS0310 PO Box 302 Zeeland, MI 49464-
(616) 654-8231 0302
SPECIALTY: Client-Side Ad
Management

RICK HATKOWSKI

Outdoor Systems
1355 Century SW
Grand Rapids, MI 49509
(616) 452-3171
SPECIALTY: Outdoor Adv.

LISA F. SMITH

Asst. V.P./Old Kent Financial Corp.
111 Lyon NW
Grand Rapids, MI 49503
(616) 771-5261
SPECIALTY: Ad Management

GREG WAGNER (FSU Alumnus)

President, Wagner Designs
6691 Noffke Drive
Caledonia, MI 49316
(616) 891-9629
SPECIALTY: Design and Production

GUY WINTER (FSU Alumnus)

Acct. Mgr., Coolfire Interactive, Inc.
16800 Executive Plazd Drive MD2NE-1B
Room 2N116 Dearborn, MI 48126-4207
(313) 337-8088
SPECIALTY: E-Commerce

SUSAN JOHNSON

President, 360°
42 Deer Run Drive
Ada, MI 49301
(616) 676-0201
SPECIALTY: Retail Advertising

VICKI WEAVER

President, Blodgett/Butterworth
Healthcare Found./100 Michigan NE
Grand Rapids, MI 49503
(616) 391-2000
SPECIALTY: Non-Profits

TIM QUINN (FSU Alumnus)

President, Quinn & Co.
504 Barrington
Grosse Pointe, MI 48230-1763
(313) 331-6750
SPECIALTY: Sales Promotion

LEE FARRELL

V.P., Promotion Services, Inc.
1381 Oxford Road
Grosse Pointe, MI 48236
(313) 881-9308
SPECIALTY: Event Marketing

ROGER OPIARI

President, Opiari & Company
2855 Coolidge Hwy. #201
Troy, MI 48084
(248) 649-2740
SPECIALTY: Direct Mktg. Creative

VITA and Portfolio

I. Name: John E. Montgomery

Rank: Associate Professor

Tenure/Nontenured: Tenured

Department or Division: Marketing

Year Joined the Institution: 1970

Teaching Experience:

- * Ferris State University - 30 years full time
- * Oklahoma Military Academy (now Rogers State College), Claremore, OK - 3 years 1967-70
- * Fauquier County High School, Warrenton, VA - 1 year - classes taught included; basic design, sculpture and art appreciation. 1964-65

Areas of Involvement (classes currently taught @ FSU)

- * RETG 229 Visual Merchandising, ADVG 312 Advertising Layout & Production, MKTG 231 Professional Selling

II. Educational Background (includes fields of specialization)

- * FSU - VISC Certificate 1997 (taken @ Kendall, GR)
- * Graduate classes in Administration of Higher Education, Oklahoma State University, Stillwater, OK 12 semester hours - 1968-69
- * Graduate classes in Commercial Art and Design, 12 semester hours - 1969
- * Undergraduate class in Principles of Marketing, University of Tulsa, Tulsa, OK - 3 semester hours - 1969
- * MS Ed. - Eastern Illinois University, Charleston, IL - Major in Art Education - Minor in Gallery Management - 1967
- * BS Ed. - Eastern Illinois University, Charleston, IL - Majors in Education and Art, Minors in Botany and Zoology-1962

III. Prior Experience not in Education

- * Accomplished Caricaturist 1962-present
- * Professional Scrimshander (the art of carving on *ancient mastodon* ivory) 1984-present
- * Owned and operated *Coach House Frame Shop*, Claremore, OK - 1968-70

- * Assistant Art Gallery Director (Sargent Art Gallery - Eastern Illinois University - (part of responsibilities for graduate assistantship and minor for MS Ed.) 1966-67 (part time)
- * Window Display Technician and Sales Associate - Cavins & Bayles Clothiers, Charleston, IL (responsibilities included design and execution of show windows and interior displays, retail sales in men's apparel and shoes) 1966-67 (part time)
- * Newspaper Advertising Sales - Coles County Times, Charleston, IL - (responsibilities included; making sales calls to retail clients, designing ads, production art for editorial section) 1966-67 (part time)
- * 1 year - Commercial Artist, Montgomery Ward, Chicago, IL (responsibilities included graphic design, retail display set-ups, keyline art and production art) 1965-66 (full time)
- * 3 year enlistment (2 yrs. 9 mo.) US Army - MOS Illustrator (responsibilities included graphic design, photo lab technology and small printing press operator. 1962-64

IV. Professional memberships (includes offices held)

- * Grand Rapids Ads Club - Educator's associate member standing - 1972-present
- * V.I.P. (Very Important Professor) standing with the Promotional Products Marketing Association (formerly the Specialty Advertising Association International) 1973-present

V. Professional meetings attended (include dates)

- * ADCRAFT CLUB of Detroit "Advertising as a Career" 1997, 1998 (Detroit, MI)
- * DMA Direct Marketing Association of Detroit - Professional Presentation for Students 1997 - (FSU Tech Center, GR)

VI. Papers presented (include dates)

VII. Publications:

- * Visual Merchandising HANDBOOK Original 1984, new additions/rewrites in 1989, 1992, 1994, 1996, 1999
- * Advertising Layout and Production HANDBOOK Original 1991, new additions/rewrites in 1992, 1995, 1996, 1997, 1999 (These are both FSU publications)

VIII. Other research activity:

- * Tracking the FSU Advertising Graduate (job titles, responsibilities, salary and job satisfaction) 1980-present
- * The Pros and Cons of Networking Between FSU Undergraduates and Working Professionals 1995-present (Advertising specifically)

IX. Consulting:

- * Consulting in areas of Graphic Design, Retail Promotion and Corporate Identity Programs. 1965-present
(The ones listed are current and have taken place within the past five years)

Area of expertise encompass; advertising layout and design, copy writing, graphic reproduction, media management and the development of sales promotion material. Trade show exhibit design, custom retail fixture design, exterior sign design and execution, store interior sign properties and space utilization plans. Logo, brand name generation and brochure design. Trademark designs for manufacturers, wholesale businesses and retail operations. Seminars conducted for enhancing retail sales and merchandise buying.

- * Out of state clients:

Grandpa M's Custom Blend Pet Food Products, Golden Gate, IL, Grandpa Chuck's Custom Saddles, Seattle, WA

- * State and/or regional clients:

Alpine Motorcycle, Cedar Springs, Boy Scouts of America (Tall Pines Council), Marshall's Fudge and Gifts, St. Ignace and Mackinaw City, Doyle Forest Products, Reed City, Super Spud Ice Enforcer, Chippewa Lake, Trails End Association, Mackinaw City, UTI International, Rockford,

- * Big Rapids area clients: (underlined are current since 1993)

Back Room decorating Center, Jennifer's Picture Frame & Print Gallery, Fallen Antler Outdoor Gallery & Gifts, Midwest Press, Sacred Scar Tattoo, Rainbow Collectibles, Universal Rent to Own, Denny's Val-u-Land, Weaver Builders, , Brown's Barber Shop, Dan's Barber Shop, Quality Lumber & Building Supply, Big Rapids Farm & Garden, R. Crew, PC, Michael Mathews, PC, East Town Automotive, McDonald's of Big Rapids, Different by Design, K&K Motorsports,

Big Rapids Downtown Association, Corner Market, and
The Corner Slice Pizza Restaurant

- * Logos for clubs and organizations (FSU): Gerholz Institute, FSU Gospel Choir, Public Relations Students Society of America, Ferris State University Ad Group, Music Industry Management Association.

X. Professional growth activities:

- * Audit - ISYS 105, Winter Semester 2000
- * Received Certificate in Visual Communications 1997-98 (learned the following software programs: FREEHAND, QuarkXpress, PhotoShop and Director)
- * Attended summer workshops @ Kendall for computer software programs in QuarkXpress and PageMaker, 1997
- * Enrolled in VISC 145 - basic computer class - 1995

XI. Seminars, training programs, etc., conducted for business and industry:

- * Yellow Pages Advertising Association (YPPA) Professor's Workshop - Denver, CO - Inaugural workshop 1996
- * Professional Sales and Entrepreneurship Training - EXCEL Communications, Inc. - Grand Rapids, MI - 1996

XII. Professional presentations, speeches, etc.

- * Created and Presented a 2 hour workshop on Retail Selling for the BACK ROOM Decorating Center, Big Rapids 1999

XIII. Institutional services performed: (past five years)

- * Committee work at department, college, and university levels with most recent listed
Departmental: search committee for public relations teaching position, sabbatical review, promotion/merit, tenure review for six different nontenured positions, program review for the advertising program,
College: core review, computer usage, promotion/merit, sabbatical review, ACBSP accreditation task force committee
University: Student Life Committee 1997-98
- * Offering expertise with decoration of College of Business building - includes: picking colors and fabric samples for

offices and computer labs, designing wall graphics for computer labs, designing and executing typographical signs throughout the building, and painting the FSU BULLDOG in student lounge.

- * Paint/decorate presentation footballs for FSU football program - 1991-present
- * Prepare commemorative art plaques for Distinguished Business Lecturers - every year from inception
- * Furnish original "GOLFING BULLDOG" art for annual spring FSU Alumni and Friends golf outing. This is a donated auction item - 1992-1998
- * Ferris Advertising Society - Professional Business Organization - Advisor or Associate Advisor from 1972-present
- * Have served numerous Student Professional Business Organizations with logo designs, the most recent being a logo design for the Music Industry Management Association (currently working) and a shirt design for the PTM Association.

XIV. Recognition and honors:

- * "Outstanding Teacher of the Year" presented by the Professional Tennis Program students- 1995
- * Merit Increase - 1995

XV. Professionally related community activities:

- * Conduct *calligraphy* and *cartooning* classes for ages 6 years to adult (The College Store, Big Rapids) 1995-present
- * Member St. Pauls Campus Parish - 1 Damascus Road, Big Rapids, MI -1970-present Served on variety of Parrish committees; finance, grounds and maintenance, liturgical and church/rectory decoration (banners).
- * Certified Hunter Safety Instructor 1987-present

Vitae

Paul Wyatt Jackson

229 West Mill Street Big Rapids, Michigan 49307.1721 231.796.4568

Commitment

To provide my students and advisees with exemplary educational preparation, advise, and counsel so as to equip them, to the best of my abilities, for their professional, personal, and public lives.

Education

University of Illinois, Urbana, Illinois. September, 1967 to August, 1972. Completed all course work for Doctor of Philosophy degree in Communications from the College of Communications.

Major Field of Study: Mass Communications

Minor Field of Study: Marketing

University of Illinois, Urbana, Illinois. September, 1967 to October, 1971. Master of Science degree in Advertising from the College of Communications.

Major Field of Study: Advertising

Minor Field of Study: Marketing

University of Tulsa, Tulsa, Oklahoma. September, 1963 to June, 1967. Bachelor of Science degree in Journalism from the College of Fine Arts and Professional Studies, June, 1967.

Major Field of Study: Journalism

Collateral Fields of Study: Advertising and Radio and Television

Professional

Ferris State University, Big Rapids, Michigan. Associate Professor of Advertising in the Department of Marketing. Teaching, advising, counseling, institutional assignments. September, 1972 to date.

Architectural Concepts, Big Rapids, Michigan. Owner and principal. Architectural design (specializing in small space design), architectural design and materials consulting, land investment. September, 1988 to date.

Marketing/Communications Concepts, Big Rapids, Michigan. Owner and principal. Retail promotion consultancy. September, 1973 to date.

University of Illinois, Urbana, Illinois. Instructor in the Department of Advertising. Teaching, advising, counseling, institutional assignments. September, 1970 to May, 1972.

The Agency, Champaign, Illinois. Owner. Advertising, marketing, and promotion for local clients. July, 1970 to June, 1972.

Stringer Brothers Nursery (retail nursery chain), Tulsa, Oklahoma. Interim management. November, 1966 to August, 1969.

Oklahoma Shopping Center Services, Inc., Tulsa, Oklahoma. Manager of Tulsa office. Advertising sales, copywriting, layout, and overall coordination of client's promotional advertising. June, 1966 to October, 1966.

Shopping Center Services, Tulsa, Oklahoma. Co-founder of and partner in the advertising division. Advertising sales, copywriting, layout, and overall coordination of client's promotional advertising. August, 1965 to May, 1966.

Southside Times (suburban weekly newspaper), Tulsa, Oklahoma. Advertising Manager. Advertising sales, copywriting, layout, and advertiser relations. April, 1965 to July, 1965.

Memberships

Retail Advertising and Marketing Association

National Retail Federation, Associate Member

Honors

Fenster Memorial Scholarship, 1964-65.

Sigma Delta Chi (professional journalistic society) Citation for Achievement, June, 1967.

National Defense Education Act Title IV Fellowship, 1967-1970.

VITA

A. Name: Thomas G. Mehl

Rank: Associate Professor

Tenure/Non-Tenure: Tenure

Department or Division: College of Business/Marketing Department

Teaching Experience

Areas of Involvement (in teaching)

1977 – 1978 Davenport College, Instructor (Part-time): Principles of Marketing, Principles of Advertising, Economics, Mathematics for Business, Consumer Behavior

1978 – 2000 Ferris State University, Associate Professor: Principles of Advertising, Advertising Copy, Advertising Media, Advertising Management, Advertising Campaigns, Advertising Layout & Production, Principles of Marketing, Consumer Behavior, Marketing Cases & Problems, Personal Selling, Principles of Public Relations, Public Relations Methods & Techniques, Public Relations Cases & Problems, Public Relations Campaigns, Principles of Management, Organization Behavior, Introduction to Business, FSUS 100 (Freshman seminar).

B. Education Background

1968 MBA, Central Michigan University
Cognate: Economics

1967 B.A., Central Michigan University
Major: Marketing
Minors: Psychology, Economics

1963 A.A., Ferris State University
Concentration:
Liberal Arts

C. Prior Experience not in Education

1974 – 1978 Jaqua Advertising Agency, Grand Rapids, Michigan
New Business Development, Account Executive
Copywriter, Media Analyst

Prior Experience (continued from previous page)

1972 – 1974 Alexander Marketing Services, Grand Rapids, Michigan
Account Executive, Copywriter

1971 – 1972 Winard Advertising Agency, Pittsfield, Massachusetts
Assistant Account Executive, Copywriter

1969 – 1971 General Electric Corporation, Bridgeport, Connecticut
Advertising Manger, Chemical & Medical Division

1968 – 1969 General Electric Corporation, Schenectady, New York
Marketing Communications Research Specialist

D. Professional Memberships

Currently:

American Advertising Federation

Midwest Advertising Educators

NAMMB (National Association of Music Merchandisers
Affiliated Music Business Institutions)

Formerly:

American Marketing Association, Connecticut

American Association of Advertising Agencies

Public Relations Society of America

Toastmasters

Berkshire (Mass) Advertising Association

Industrial Marketers of West Michigan

E. Professional Meetings Attended

Big Rapids Area Business Development Breakfast/Seminar – '99, '98, '97
Advertising Professionals Advisory Committee 2000, 1999, 1998, 1997, 1996

(Reservation in hand for) National Association of Music Merchandisers
Summer Session, Nashville, Tenn (July, 2000)

Detroit Advertising club 1999

Midwest Advertising Educators Conference Panelist 1998

Grand Rapids Advertising Club Annual Awards/Recognition 1998, 1997

Chicago Advertising Club Meetings in conjunction with Annual Student
Advertising Competition – majority of years dating back to 1979

International Association of Business Communicators 1992

American Marketing Association, West Michigan Chapter 1992, 1991

Industrial Advertisers of West Michigan 1990, 1989

Public Relations Society of America -- West Michigan Chapter, Monthly '82 – '85

American Association of Advertising Agencies Annual Meeting 1979

F. Consulting

Consultant to Advertising Management, Inc, (Grand Rapids ad agency) typically for creative strategy on business-to-business accounts – 2000, 1999, 1998

Editorial consultant and publicity writer for national air show publication, *The ShowGram*, published six times a year – 2000 and every year back to 1979

Created and presented to FSU President and Board a Scholarship Recruiting Incentive program designed to build quality enrollment – 1999 (This program has been implemented by the University)

Consultant to Scheldie's Restaurant Chain for radio advertisements, and retained as voice-over (announcer) for said commercials which aired in all markets with installations -- 1995

Created and announced radio commercials for Shaman's Bluff Coffee House – 1999, 1996

Produced, wrote, and announced weekly two-hour-long-radio program for (now) WYBR-FM, including creation, production, and scheduling of radio commercials for area business – 1995, 1994

Voice-over (announcer) for FSU College of Business Recruiting film – 1994

Marketing and Launch publicity consultant to Big Rapids Area Community foundation – 1993

Created and produced a direct marketing fund-raising campaign which brought over \$1,000,000 (one million) to FSU. Purpose: building the Plastics Technology center. I was retained to do this the behest of Dean Joel Galloway after he had been told by University Advancement that such funds could not possibly be raised from private sources. Notwithstanding their opinion, the building's existence is plain enough to see, and since the \$1,000,000 was culled with an out-of-pocket cost of about \$10,000, I regard this campaign as one of the very best of my career -- 1985, 1984

Editorial Consultant to Richard Irwin Publishers, Allyn & Bacon, John Wiley & Sons.

G. Professional Growth Activities

BusinessMarketing On-Line Business-To-Business Internet Marketing course covering: site design, site construction, site management, pricing, data bases, advertising/promotion, measurement and return on investment – currently (extends into Summer of 2000)

Case Teaching Methods workshop – 2000

Attendance at a number of seminars, workshops, and conferences, 1970 – present. Please refer to Section E for a partial listing.

Freehand 8 computer graphics course – 1999

ISYS 280 course – 1998

Web Page Design WebCT workshop – 1998

Hyperstudio (computer graphics/design) workshop – 1998

Davis, Deech & McCarthy ad agency, for tour and liaison – 1998

Gannett Outdoor (Grand Rapids update tour and liaison – 1998

Channel 8 (Grand Rapids) Television Production update tour and liaison – 1997

Visits/interface with three Chicago ad agencies – update tour and liaison – 1997

Teaching By The Case Method course – 1994

Reading of related professional materials: Advertising Age, Ad Week, American Demographics, Media Week, Marketing Online, Music Merchandise Review Simmons Research, Broadcast Advertisers Reports, three newspapers, Time, numerous textbooks, other books related to consumer behavior, persuasion, communication, and popular culture, including Rolling Stone.

H. Professional Presentations, Speeches, etc.

“Outdoor Advertising Light Pollution” presentation to FSU honors students – 2000

Panelist, Midwest Advertising Educators Conference – 1998

H. Professional Presentations, Speeches (continued from previous page)

“The Art of Business Presentations” presentation to Minority Student Professional Association – 1994

“What’s Right and Wrong With Advertising” speech to students of Brophy Hall – 1992

I. Institutional Service Performed:

Faculty advisor to Student Advertising Group, MIMA (Music Industry Management student association), Curriculum Committee, Advertising Program Review, Marketing Program Review, Scholarship Incentive Program originator, Career Day, Construction Management Proposal and Presentation Student competition advisor, currently developing (with ad majors) a direct mail recruiting campaign aimed at undeclared majors, advisor to American Advertising Federation’s National Student Advertising Competition, Marketing Strategic Planning Committee, focus group panelist for university research on attitudes and perceptions, Chair of Distinguished Business Lecture series, Autumn Adventure, several times panelist for high school recruitment visitations hosted by Admissions Office, advisor to National Yellow Pages Student Advertising Competition.

Department committees: Music Industry Management Program Review Board, Tenure review committee, merit and promotion committee, professional advisory committee, various textbook selection committees, sabbatical review committee, advertising course conversion committee, various faculty search committees, semester transition advertising curricula committee.

J. Professionally Related Community Activities

Served as marketing and publicity consultant plus authorship of promotional literature for Big Rapids Area Community Foundation

Served as department representative for local United Way campaign

Volunteer target for Pie-In-The-Face fund raiser (one time **only**, to make room for you!)

Ride For Life fund-raising Cyclist

Consultant (often gratis) to area retailers on advertising/promotion.

K. Recognition and Honors

Four letters of appreciation from FSU presidents, two from President Wenrich, two from President Sederburg, for service to the University – 1999, 1998, 1987

Letter of appreciation from publisher of Showgram air show publication for outstanding publicity, promotion of air show concept – 2000

Received Merit promotion without applying for it – the initiative was not from me, but from Dean and Dept Head, who applied for me – 1993

Twice written up as feature article in Ferris Torch for effective teaching, most recently in 1997; can't recall previous date – 1992 or thereabouts

Twice featured on Ferris Cable 7 channel for effective teaching – 1995, 1993

Granted APR status, the highest professional credential available for public relations practitioners, from the Public Relations Society of America (PRSA) in 1984.

I. Vita

A. Name: Susan K. Jones

Rank: Professor

Tenure/Non-Tenure: Tenure

Department or Division: College of Business/Marketing Department

Teaching Experience:

Areas of Involvement (in teaching)

1981-1984: Aquinas College, Instructor (Part-time): Principles of Advertising, Principles of Marketing

1987-1990: Northwestern University, Instructor (Part-time): Direct Marketing Creative Strategy at the graduate level

1990-1999: Ferris State University, Associate to Professor: Advertising Management, Advertising Copy, Principles of Advertising, Business-to-Business Advertising, Retail Promotion, Principles of Marketing, Marketing Cases and Problems, Principles of Public Relations, Public Relations Cases, Public Relations Campaigns, Internet-based classes in Direct Marketing and Business-to-Business Advertising

B. Education Background

1972: M.S.J., Northwestern University
Major: Advertising

1971: B.S.J., Northwestern University
Major: Advertising
Minors: English, Political Science
Teaching Certificate in English and Journalism

C. Prior Experience not in Education

1972-1973: Sears, Roebuck & Company
Copywriter
Chicago, IL

1973-1974: Wickes Furniture Company
Copywriter
Wheeling, IL

1974-1977: Marshall John Advertising
Copywriter/Account Executive
Northbrook, IL

1977-1980: The Hamilton Group
Marketing Manager
Wheeling, IL

1980-1999: Susan K. Jones & Associates
Copywriter and Direct Marketing Consultant
East Grand Rapids, MI

1998-1999 The Callahan Group, LLC
Partner/Consultant
Rosemont, IL

D. Current Professional Memberships

Direct Marketing Association
Direct Marketing Educational Foundation Professors' Academy and Trustee
American Marketing Association
Chicago Association of Direct Marketing
Chicago Association of Direct Marketing Educational Foundation Trustee
Direct Marketing Association of Detroit
International Radio and Television Society

E. Professional Meetings Attended

Direct Marketing Educational Foundation Educators' Conferences (1990-1999 annually)
Direct Marketing Association Annual Conference (1981-1999 annually)
Chicago Association of Direct Marketing Annual Conference (1978-1999 annually)
Business-to-Business Conference of the Direct Marketing Association (1991, 1996)
West Michigan American Marketing Association Annual Conference (1995-1999 annually)
Promotional Products Association Educators' Conference (1997)
International Radio and Television Society Educators' Conference (1994, 1995, 1998)
Direct Marketing Association of Detroit Annual Conference (1999)

F. Papers Presented

Speaker at Chicago Association of Direct Marketing Annual Conference on Creative Strategy, Introduction to Direct Marketing, and Authors' Panels (1987, 1988, 1991, 1995, 1996, 1997, 1998, 1999, 2000)
Discussant at Direct Marketing Education Foundation Educators' Conferences on Creative Strategy, Interactive Marketing, Case Writing and Teaching Methodologies (1995-1999 annually)
Presenter of "A Hierarchy of Needs Approach to Direct Marketing Fund-Raising" at Direct Marketing Educators' Conference 1992
Frequent speaker at direct marketing meetings and conferences including those of the Direct Marketing Association of Detroit, Kansas City Direct Marketing Association, West Michigan American Marketing Association, and Chicago Association of Direct Marketing

G. Publications

Sole author of textbook: Creative Strategy in Direct Marketing (NTC Contemporary Publishing) Second Edition 1998, First Edition 1991
Co-author of trade book: Selling by Mail (Charles Scribner's Sons, 1985)

Author, co-author or editor of a dozen books on limited-edition collectibles
Author of two short novels about Colorado in the Gold Rush era:
The Life and Times of Liberty Falls, parts one and two
Co-author of Time-Management for Executives (Charles Scribner's Sons,
1981)
Monthly columnist, "Ask the DM Experts," Chicago Association of Direct
Marketing newsletter (*adMarks*)
Frequent contributor to the "Secondary Market Report," *Collector Editions*
magazine

H. Other Research Activity

Extensive: Ongoing research on direct marketing, creative strategy,
e-commerce and business-to-business marketing

I. Consulting

As a consultant for The Callahan Group and Susan K. Jones & Associates,
past and present direct marketing, advertising and public relations clients
include:

Allstate Insurance Company	"One Step Ahead" Catalog
Retail Target Marketing Systems	Irvin-Alan Fabrics
The Hamilton Collection	Collectors' Information Bureau
Enesco Corporation	International Resources, LLC
Ferris State University	"Eximious" Catalog
International Correspondence Schools	Nykamp Consulting Group
Herbert Krug & Associates	National Education Corporation
"The Squire's Choice" Catalog	Phoenix Data Processing
Consumers Energy	ServiceMaster
The Bruss Company	National Association to Preserve Social Security & Medicare

J. Professional Growth Activities

Attendance at seminars, workshops and conferences focused on direct
marketing, advertising, general marketing, e-commerce and other related
fields, 1977-present

Reading of related professional materials published by the Direct Marketing
Association, Chicago Association of Direct Marketing, Direct Marketing
Association of Detroit; trade publications including *Direct*, *DM News*,
Advertising Age, *Marketing News*; numerous textbooks, other books, and
articles related to direct marketing, advertising, marketing and e-commerce.

Development and continuous improvement of two of the first classes taught
completely on-line by non-CIS Ferris faculty.

K. Seminars, Training Programs, etc. Conducted for Business and Industry

Periodic seminars on Integrated Marketing Communications and Basics of
consulting for newspaper executives, sponsored by Consumer Target
Marketing and Retail Target Marketing Systems (1992-1996)
Frequent volunteer seminar leader and consultant for The Direction Center,
which serves West Michigan non-profits. Topics include general marketing,

promotional plans for non-profits and fund-raising; marketing planning (1988-1998)

Twice-yearly half-day programs in direct marketing for the University of Michigan Executive Education Center (1999-2000)

Full-Day Direct Marketing Seminars for University of Louisville and Direct Marketing Association of Detroit (1999)

L. Professional Presentations, Speeches, etc.

See section F.

M. Institutional Services Performed

University-Wide Committees:

Member, University Planning Committee (1998-Present)

Co-Chair, Communications Sub-Committee of UPC (1998-Present)

Member, Internet Policy Committee (1999-Present)

Member, Criterion Five Subcommittee for University Accreditation Process (1999-Present)

Search Committee, Dean, College of Business (1995-96)

Member of Search Committee for University Marketing Agency 1995 and 1998

Co-Chair of University Athletic Advisory Committee 1994-95; Assistant Chair 1993-94; Committee Member 1992-93

Criterion One Committee for University Accreditation Process (1993)

Torch Transition Committee (1993)

College of Business Committees:

Member, Core Revision Committee (1999-Present)

Member, E-Commerce Curriculum Committee (1999-Present)

Member, College of Business Post-Tenure Review Committee (1998-99)

College of Business Chair, Sabbatical Review Committee (1997, 1998)

Chair of Search Committee, Public Relations Faculty and Program Coordinator (1995)

Search Committee, Department Head, Marketing (1996-97)

College of Business Review Committee (1992-96)

Visual Media Communications Committee (1993)

Marketing Department Committees:

Chair of Advertising Program Review Committee (1997-98)

Coordinator of Advertising Advisory Council (1993-Present)

Chair of Marketing Department Strategic Planning Committee (1997-98)

Student Recruitment and Retention Activities on and off campus (ongoing)

Marketing Vision Committee (1993-95)

N. Recognition and Honors

1998 "Straight from the Heart" Award for Pro-Bono Service from the Chicago Association of Direct Marketing

1997 "Direct Marketing Educator of the Year" from the Direct Marketing Educational Foundation (DMEF)

1996 "Volunteer of the Year" from the Chicago Association of Direct Marketing

1993 "Award for Innovative Teaching" from the DMEF
1991 "Marketer of the Year" from the West Michigan Amer. Marketing Assoc.

O. Professionally Related Community Activities

Board Member, Urban Institute for Contemporary Arts (Grand Rapids) (1999-Present); Member of the UICA Campaign Cabinet (1996-99); co-chair of Business Solicitations Unit
Corporate Sponsorship Vice-President, West Michigan American Marketing Association (1999-2000)
Communications V.P.-Elect and Vice-President, West Michigan American Marketing Association (1998-99)
Vice-President (1995-97) and Secretary (1997-99), Arts Council of Greater Grand Rapids (Have chaired Development, Marketing, Cultural Diversity, Legislative/Advocacy and Nominating Committees)
President of the East Grand Rapids Youth Development Board (1996-98)
President of the East Grand Rapids High School TV Production Boosters (1995-98)
West Michigan Alumni Admissions Council Chair, Northwestern University (1989-Present)
Northwestern University Alumni Association Board Member (1998-Present); Communications Committee Member and Co-Chair (1997-Present)
Past-President, Junior League of Grand Rapids (1992-93); current Sustaining Member, past chair of many committees and projects
Graduate, Leadership Grand Rapids (1991-92)
Volunteer Service Provider in Public Relations and Cultural Diversity Support, Association of Junior Leagues International (1988-92)
Founding Board Member, The Direction Center

Items II., III., IV., V., VI.: I am not purporting to be doctorally qualified, but rather to be professionally qualified, as evidenced by my substantial vita and 27-plus year career in direct marketing.

Accountancy B.B.

Number of Degrees: 42

Number responding: 22 (52%)

7

Placement Rate = 86% (19)		<u>Full-Time</u>	<u>Part-Time</u>
Continuing Education	3	3	0
Employed	16	15	1
Seeking Employment	0	<i>(Individual numbers may not add up to number responding due to incomplete answers and/or due to individuals responding in more than one category.)</i>	
Not Seeking	3		

Salary Scale (Full-Time)

\$10-12 K \$13-15 K \$16-19 K \$20-23 K \$24-27 K \$28-31 K \$32-35 K \$36-39 K \$40-43 K \$44-47 K \$48-51 K \$52-55 K > \$55 K
 4 2 4 2

Employment Rate = 100%			
Employed	16 (73%)	In Field	15 (94%)
		Completed Internship	3 (19%)
		With Current Employer	0 (0%)
Seeking	0		
Total in Job Market	16		

Advertising B.B.

Number of Degrees: 18

Number responding: 5 (28%)

Placement Rate = 100% (5)		<u>Full-Time</u>	<u>Part-Time</u>
Continuing Education	0	0	0
Employed	5	5	0
Seeking Employment	0	<i>(Individual numbers may not add up to number responding due to incomplete answers and/or due to individuals responding in more than one category.)</i>	
Not Seeking	0		

Salary Scale (Full-Time)

\$10-12 K \$13-15 K \$16-19 K \$20-23 K \$24-27 K \$28-31 K \$32-35 K \$36-39 K \$40-43 K \$44-47 K \$48-51 K \$52-55 K > \$55 K
 1 4

Employment Rate = 100%			
Employed	5 (100%)	In Field	5 (100%)
		Completed Internship	4 (80%)
		With Current Employer	0 (0%)
Seeking	0		
Total in Job Market	5		

**COLLEGE OF BUSINESS
ENROLLMENT PROFILE
Winter Semester**

Program	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	% of 00
Advertising	227	188	164	128	90	77	69	75	79	77			3.4%
Hotel Management	78	73	78	71	64	61	35	26	23	24			1.1%
Marketing	237	222	184	168	132	107	118	90	94	84			3.7%
Music Industry Management	0	0	0	0	0	3	10	17	41	47			2.1%
Pre-Professional Golf Management	0	0	0	0	0	0	0	43	27	32			1.4%
Pre-Visual Communication	0	0	0	0	0	0	0	0	5	6			0.3%
Professional Golf Management	355	386	381	364	311	285	251	239	249	263			11.6%
Professional Tennis Management	63	80	70	63	63	64	58	64	69	64			2.8%
Public Relations	68	85	63	58	36	36	34	38	35	41			1.8%
Resort Management	0	0	0	0	0	0	0	0	0	10			0.4%
Retailing	49	39	31	32	24	22	16	18	19	13			0.6%
Sales	118	131	122	89	55	34	37	40	43	41			1.8%
Visual Communication	17	11	24	37	39	31	33	27	36	40			1.8%
Restaurant & Food Ind. Mgt. (A.A.S.)	169	155	122	105	63	54	60	60	52	47			2.1%
Retailing (A.A.S.)	66	51	37	15	11	8	4	2	4	5			0.2%
Visual Communication (A.A.S.)	100	100	96	89	66	62	72	84	82	90			4.0%
MKT DEPARTMENT TOTALS	1547	1521	1372	1219	954	844	797	823	858	884			39.1%
ON CAMPUS TOTALS	3621	3447	2986	2461	1999	1773	1716	1730	1820	1971			87.2%
GRADUATE DEPT. TOTALS	17	13	12	56	62	69	73	112	96	32			1.4%
AEAS DEPARTMENT TOTALS	19	33	43	38	52	54	55	46	45	43			1.9%
CIS DEPARTMENT TOTALS	0	0	0	0	0	13	26	40	60	57			2.5%
MGT DEPARTMENT TOTALS	121	127	153	155	142	182	95	93	93	99			4.4%
MKT DEPARTMENT TOTALS	0	0	0	0	13	19	25	23	28	18			0.8%
UNDECLARED TOTALS	45	31	38	65	43	44	54	71	44	41			1.8%
OFF CAMPUS TOTALS	202	204	246	314	312	381	328	385	366	290			12.8%
COLL. of BUS. TOTALS	3823	3651	3232	2775	2311	2154	2044	2115	2186	2261			100.0%



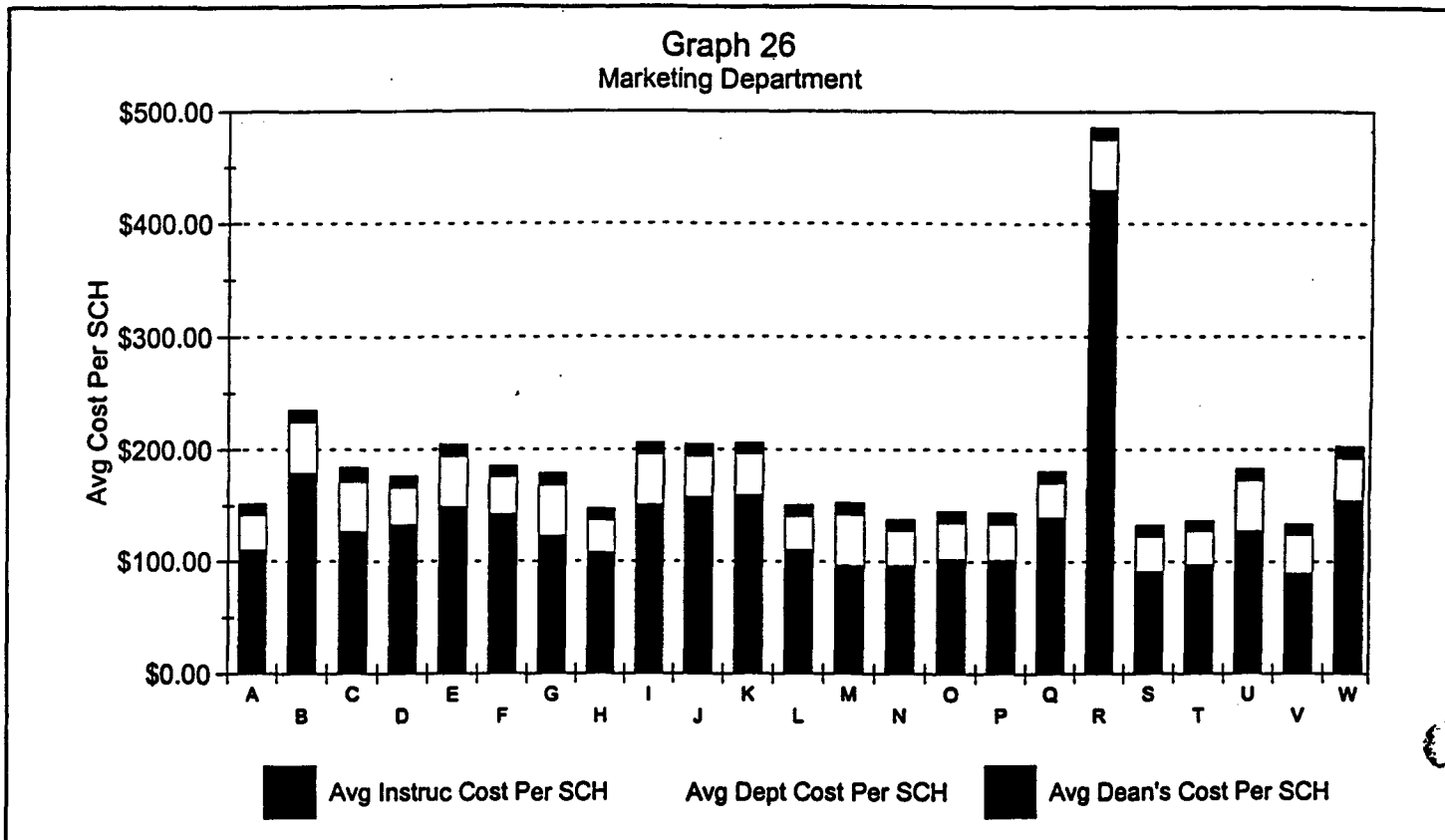
**College of Business
Graduates By Program**

Program	86-87	87-88	88-89	89-90	90-91	91-92	92-93	93-94	94-95	95-96	96-97	97-98	98-99	99-00	00-01	01-02	02-03	03-04
BS Advertising	37	30	24	55	54	52	61	32	27	22	20	17	10					
BS Hotel Management	21	18	16	30	24	41	48	40	30	27	20	14	8					
BS Marketing	61	52	46	48	50	54	54	30	25	20	24	14	26					
BS Marketing - Sales	33	54	52	58	44	54	54	37	21	18	10	10	7					
BS Music Industry Management	0	0	0	0	0	0	0	0	0	0	1	0	1					
BS Professional Golf Management	47	45	49	60	63	64	62	79	76	82	76	48	49					
BS Professional Tennis Management	0	0	11	11	3	8	15	17	9	8	12	15	6					
BS Public Relations	10	15	13	6	9	9	22	13	11	12	6	5	6					
BS Resort Management	0	0	0	0	0	0	0	0	0	0	0	0	0					
BS Retailing	19	14	22	20	21	22	11	21	11	3	6	1	0					
BS Visual Communication	0	0	0	13	15	4	6	19	22	13	17	11	13					
AAS Restaurant & Food Ind. Mgt.	31	37	36	49	50	62	66	29	39	21	14	16	12					
AAS Retailing	18	24	18	25	21	17	15	13	7	3	0	2	1					
AAS Visual Communication	26	25	27	22	16	37	25	23	24	15	14	11	20					
Cert - Direct Marketing	0	0	0	0	0	0	0	0	0	0	0	1	10					
Cert - Marketing	0	0	0	0	0	0	0	0	0	0	1	1	4					
Cert - Multimedia	0	0	0	0	0	0	0	0	0	0	1	2	5					
Cert - Retailing	0	0	0	0	0	0	0	0	0	0	20	19	11					
Cert - Sales	0	0	0	0	0	0	0	0	0	0	0	0	1					
MKT DEPARTMENT TOTALS	303	314	314	397	370	424	439	353	302	244	242	187	190					

6

10

Ferris State University
 Average Instructor, Department and Dean's Cost Per SCH for Degree Programs
 Marketing Department
 1998 - 1999 Data



<u>Programs</u>	<u>Avg Instructor Cost/SCH</u>	<u>Avg Dept Cost/SCH</u>	<u>Avg Dean's Cost/SCH</u>	<u>Total Avg Cost/SCH</u>
A Advertising BS	\$110.42	\$31.30	\$10.03	\$151.75
B Advertising Certificate	\$179.43	\$45.38	\$10.28	\$235.09
C Direct Marketing Certificate	\$126.99	\$44.57	\$12.44	\$184.00
D Food Service Management AAS	\$133.13	\$33.27	\$10.19	\$176.59
E Food Service Management Certificate	\$148.95	\$45.38	\$10.28	\$204.61
F Hospitality Management BS (Yrs 3 & 4)	\$142.41	\$33.57	\$9.32	\$185.30
G Hospitality Management Certificate	\$123.02	\$45.38	\$10.28	\$178.68
H Marketing BS	\$108.06	\$29.19	\$9.96	\$147.21
I Marketing Certificate	\$150.70	\$45.38	\$10.28	\$206.36
J Marketing Research Certificate	\$157.93	\$36.70	\$10.28	\$204.91
K Marketing Sales Certificate	\$159.51	\$37.00	\$9.56	\$206.08
L Marketing/Sales BS	\$110.59	\$30.13	\$9.92	\$150.64
M Multimedia Production Certificate	\$96.79	\$45.38	\$10.28	\$152.45
N Music Industry Management BS	\$96.90	\$31.28	\$9.53	\$137.71
O Professional Golf Management BS	\$102.58	\$32.52	\$10.17	\$145.27
P Professional Tennis Management BS	\$101.74	\$32.28	\$10.13	\$144.15
Q Public Relations BS	\$139.69	\$31.16	\$10.08	\$180.93
R Public Relations Certificate	\$430.15	\$45.38	\$10.28	\$485.81
S Retailing AAS	\$91.57	\$31.24	\$9.91	\$132.72
T Retailing BS	\$97.80	\$29.90	\$9.16	\$136.86
U Retailing Certificate	\$127.66	\$45.38	\$10.28	\$183.32
V Visual Communication AAS	\$89.93	\$34.45	\$9.32	\$133.70
W Visual Communication BS (Yrs 3 & 4)	\$155.06	\$37.92	\$10.01	\$202.99

Table I
Degree Program Costing Summary
Alpha Listing of Programs
1998-99

Program Name	Prog Crs Req	Total Instructor Cost*	Total Dept Cost**	Total Dean's Cost***	Total Program Cost	Instructor Cost Per SCH	Dept Cost Per SCH	Dean's Cost Per SCH	Total Cost Per SCH
Accountancy (Cost/Managerial Track) BS	124	\$15,594.62	\$3,845.02	\$1,407.08	\$20,846.71	\$125.76	\$31.01	\$11.35	\$168.12
Accountancy (Professionally Directed Track) BS	124	\$15,354.44	\$3,684.64	\$1,336.19	\$20,375.27	\$123.83	\$29.71	\$10.78	\$164.32
Accountancy (Public Accounting Track) BS	124	\$16,055.92	\$3,682.27	\$1,324.97	\$21,063.15	\$129.48	\$29.70	\$10.69	\$169.86
Accountancy/Computer Information Systems BS	140	\$17,588.50	\$4,409.20	\$1,344.47	\$23,342.17	\$125.63	\$31.49	\$9.60	\$166.73
Accountancy/Finance BS	137	\$19,868.00	\$3,575.69	\$1,335.07	\$24,778.76	\$145.02	\$26.10	\$9.75	\$180.87
Actuarial Science BS	120	\$16,144.40	\$2,560.51	\$1,329.28	\$20,034.19	\$134.54	\$21.34	\$11.08	\$166.95
Advanced Construction Management Certificate	12	\$1,507.21	\$663.55	\$244.13	\$2,414.89	\$125.60	\$55.30	\$20.34	\$201.24
Advanced Studies in Global Logistics Certificate	12	\$1,889.61	\$469.92	\$123.41	\$2,482.94	\$157.47	\$39.16	\$10.28	\$206.91
Advanced Studies in Investment Analysis Certif	12	\$3,501.34	\$246.12	\$123.41	\$3,870.87	\$291.78	\$20.51	\$10.28	\$322.57
Advertising BS	125	\$13,801.93	\$3,912.27	\$1,254.00	\$18,968.21	\$110.42	\$31.30	\$10.03	\$151.75
Advertising Certificate	14	\$2,512.00	\$635.28	\$143.98	\$3,291.27	\$179.43	\$45.38	\$10.28	\$235.09
Allied Health Education BS (Yrs 3 & 4)	99	\$13,783.55	\$3,414.31	\$1,553.74	\$18,751.60	\$139.23	\$34.49	\$15.69	\$189.41
Applied Biology BS	120	\$10,226.10	\$2,873.89	\$1,151.51	\$14,251.50	\$85.22	\$23.95	\$9.60	\$118.76
Applied Biology (Pre-Dentistry Track) BS	120	\$10,226.10	\$2,873.89	\$1,151.51	\$14,251.50	\$85.22	\$23.95	\$9.60	\$118.76
Applied Biology (Pre-Medicine Track) BS	120	\$10,226.10	\$2,873.89	\$1,151.51	\$14,251.50	\$85.22	\$23.95	\$9.60	\$118.76
Applied Biology (Pre-Physical Therapy Track) B	120	\$10,123.75	\$2,892.85	\$1,140.48	\$14,157.08	\$84.36	\$24.11	\$9.50	\$117.98
Applied Biology (Pre-Veterinary Medicine Track)	120	\$10,192.30	\$2,882.69	\$1,138.13	\$14,213.13	\$84.94	\$24.02	\$9.48	\$118.44
Applied Biology (Sports Medicine Track) BS	120	\$10,226.10	\$2,873.89	\$1,151.51	\$14,251.50	\$85.22	\$23.95	\$9.60	\$118.76
Applied Biology (Vision Science Track) BS	120	\$10,670.22	\$2,946.82	\$1,526.58	\$15,143.62	\$88.92	\$24.56	\$12.72	\$126.20
Applied Mathematics BS	120	\$13,926.84	\$2,248.13	\$1,076.27	\$17,251.24	\$116.06	\$18.73	\$8.97	\$143.76
Applied Speech Communication AA	60	\$4,892.72	\$1,217.68	\$551.17	\$6,661.57	\$81.55	\$20.29	\$9.19	\$111.03
Applied Speech Communication BS	126	\$14,693.49	\$3,197.44	\$1,508.50	\$19,399.44	\$116.62	\$25.38	\$11.97	\$153.96
Architectural Technology AAS	66	\$9,885.48	\$2,890.83	\$1,083.86	\$13,860.16	\$149.78	\$43.80	\$16.42	\$210.00
AS/400 Programming Certificate	14	\$1,141.58	\$559.89	\$143.98	\$1,845.45	\$81.54	\$39.99	\$10.28	\$131.82
Athletic Coaching Certificate	13	\$1,335.24	\$503.70	\$259.12	\$2,098.06	\$102.71	\$38.75	\$19.93	\$161.39
Automotive and Heavy Equipment Mgt BS (Yrs	68	\$7,774.70	\$2,829.97	\$972.04	\$11,576.71	\$114.33	\$41.62	\$14.29	\$170.25
Automotive Body AAS	63	\$10,396.55	\$3,349.65	\$1,076.70	\$14,822.90	\$165.02	\$53.17	\$17.09	\$235.28
Automotive Service Technology AAS	68	\$13,249.17	\$3,630.16	\$1,178.42	\$18,057.76	\$194.84	\$53.38	\$17.33	\$265.56
Automotive Service Technology AAS (Chrysler	68	\$10,709.79	\$3,630.16	\$1,178.42	\$15,518.37	\$157.50	\$53.38	\$17.33	\$228.21
Automotive Service Technology AAS (Ford ASS	68	\$10,709.79	\$3,630.16	\$1,178.42	\$15,518.37	\$157.50	\$53.38	\$17.33	\$228.21
Automotive Service Technology AAS (General T	68	\$10,709.79	\$3,630.16	\$1,178.42	\$15,518.37	\$157.50	\$53.38	\$17.33	\$228.21
Biology Education BS	122	\$11,546.58	\$3,920.58	\$1,487.86	\$16,955.02	\$94.64	\$32.14	\$12.20	\$138.98
Biotechnology BS	130	\$25,503.90	\$3,168.68	\$968.48	\$29,641.07	\$196.18	\$24.37	\$7.45	\$228.01
Building Construction Technology AAS	63	\$6,712.11	\$2,545.83	\$973.16	\$10,231.10	\$106.54	\$40.41	\$15.45	\$162.40
Business Administration BS	123	\$13,235.65	\$3,024.89	\$1,313.14	\$17,573.68	\$107.61	\$24.59	\$10.68	\$142.88
Business Education/General Business BS	155	\$20,521.70	\$5,413.54	\$2,129.61	\$28,064.85	\$132.40	\$34.93	\$13.74	\$181.06
Business Education/Marketing/Distributive Edu	155	\$19,687.70	\$5,562.46	\$2,103.71	\$27,353.87	\$127.02	\$35.89	\$13.57	\$176.48
Career and Tech Educ/Administrative Cert MS	32	\$4,059.96	\$1,466.20	\$684.64	\$6,210.79	\$126.87	\$45.82	\$21.39	\$194.09
Career and Tech Educ/Career & Tech Instr MS	32	\$5,084.80	\$1,450.52	\$674.05	\$7,209.38	\$158.90	\$45.33	\$21.06	\$225.29
Career and Tech Educ/Educational Technology	32	\$4,141.42	\$1,408.79	\$624.36	\$6,174.57	\$129.42	\$44.02	\$19.51	\$192.96
Career and Tech Educ/Human Resource Dev M	31	\$5,053.97	\$1,335.64	\$623.96	\$7,013.57	\$163.03	\$43.09	\$20.13	\$226.24

* Instructor Cost - Salary & Fringe

** Department Cost - Departmental Level Non Instructor Compensation, Supplies and Equipment

*** Dean's Cost - Dean's Level Non Instructor Compensation, Supplies and Equipment

ADMINISTRATIVE PROGRAM REVIEW



Program/Department: Adv

Date Submitted: 12/1/99

Marketing

Dean:

James Maas

Please provide the following information:

Enrollment

	Fall 1995	Fall 1996	Fall 1997	Fall 1998	Fall 1999
Tenure Track FTE	2.72	2.17	1.83	2.17	N/A
Overload/Supplemental FTEF					
Adjunct/Clinical FTEF (unpaid)					
Enrollment on-campus total *	84	66	71	78	77
Freshman					
Sophomore					
Junior					
Senior					
Masters					
Doctoral					
Enrollment off-campus *					
Traverse City					
Grand Rapids					
Southwest					
Southeast					

* Use official count (7-day)

Capacity:

Estimate program capacity considering current number of faculty, laboratory capacity, current equipment, and current levels of S & E.

100 students

Financial

Expenditures *	FY95	FY96	FY97	FY 98	FY 99
Supply & Expense	See MKTG Dept	See MKTG Dept	See MKTG Dept	See MKTG Dept	See MKTG Dept
Equipment					
Voc. Ed. Funds					
General Fund					
In-Kind					
Non-General Fund					
Revenues					
Clinic Income					
Scholarship Donations					
Gifts, Grants & Cash Donations					

*Use end of fiscal year expenditures.

Other

	AY 94-95	AY 95-96	AY 96-97	AY 97/98	AY 98/99
Number of Graduates *- Total	27	22	20	17	10
- On Campus	27	22	20	17	10
- Off Campus	0	0	0	0	0
Placement of Graduates	52%	45%	90%	N/A	N/A
Average Salary	\$20,173	\$20,000	\$24,000	N/A	N/A
Productivity - Academic Year Average	569.40	484.36	523.48	486.33	565.96

ADMINISTRATIVE PROGRAM REVIEW: 1999

1. a) Areas of Strength:

- Business-based curriculum (vs. journalism-based)
- Hands-on, pragmatic approach to teaching and learning
- Personal attention to students (small classes/advising)
- Diverse curriculum with many more specialized classes than competitors have
- Strong, involved advisory board
- Focus on integration and interactive media

b) Areas of Concern and Proposed Action to Address Them:

- Integration of computers and software into course content - revise course content to include use of computers
- Recruitment and retention of students - use alumni for recruiting purposes
- Funding for advertising research, reference materials, and computer technology - request funding
- Faculty need training, experience in technology and by industry - attend conferences/seminars

2. Future goals (please give time frame)

- Continue to use alumni for recruiting - 2000
- Investigate funding sources - 2000
- Initiate recruitment and retention program specific to advertising - 2000
- Initiate rehab of BUS 112 - ask for funding - 2000

3. Other Recommendations

- Program specific recruitment materials needed
- Continue changing curriculum to reflect technology
- Develop specific assessment mechanisms
- Increase expense budget to include faculty development activities
- Contact alumni and search for research materials from agencies

4. Does the program have an advisory committee? Yes

- a) If yes, when did it last meet? 11/29/99 Grand Rapids area members and December 7, 1999 Detroit area members. Taking the meetings closer to the members - rather than have them do the traveling.
- b) If no, why not? By what other means do faculty receive advice from employers and outside professionals?

5. Does the program have an internship or other cooperative or experiential learning course? Yes

- a) If yes, is the internship required or recommended? Recommended, 1-9 credits variable available as electives.
- b) If no, what is the reason for not requiring such an experience?

6. Is this a program with national recognition?

- a) If so, for what and by whom?
- b) If not, what are some strategies that could lead to national recognition?