

The logo for JAK CONSULTING is centered on a light gray rectangular background. The word "JAK" is written in a large, bold, serif font. Below it, the word "CONSULTING" is written in a smaller, all-caps, serif font. Underneath "CONSULTING", the names "JIM. JEN. ALLISON. ASHLEY. KELLY" are listed in a small, all-caps, sans-serif font, separated by periods.

JAK
CONSULTING
JIM. JEN. ALLISON. ASHLEY. KELLY

Group 2

Jennifer Hu
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Introduction

- Descriptive survey-based research study
- Purpose: Marketing Program satisfaction with the Marketing major

Marketing Program Satisfaction Survey

Overall Satisfaction with the Marketing Program

Overall and considering everything, how satisfied are you with the Marketing program at Radford University?

Very Satisfied 5 4 3 2 1 Very Dissatisfied

Marketing at

How satisfied are you with the	Very Satisfied 5	4	3	2	Very Dissatisfied 1	Unable to Evaluate
assistance provided by the COBE Advising Center in career advising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ability of the Marketing program to keep me informed about things I need to know related to the major	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
help provided by the Marketing program in seeking internship opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
job search assistance provided by faculty in the Marketing department	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
quality of course advising from my Marketing faculty advisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
career advising help provided by my Marketing faculty advisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
quality of the classrooms where my Marketing classes have been held	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
availability of computer labs on campus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
library resources available on campus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
accessibility of the Marketing department offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
quality of the Marketing department offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

is it that would

Satisfaction with Skills/Subject Matter Preparation

How satisfied are you with the ability of the RU Marketing program to prepare you to:

The ability to:	Very Satisfied 5	4	3	2	Very Dissatisfied 1	Unable to Evaluate
work effectively in teams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
prepare presentations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
prepare case analyses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
communicate orally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
make decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
adhere to ethical standards of conduct	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
solve problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
understand the behavior of buyers/consumers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
establish goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
think critically	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
manage your time effectively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
be a leader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
be culturally and globally aware	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
communicate in writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
work with people of diverse backgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
conduct analyses of data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
work with outside clients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
be creative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
apply general Marketing concepts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
identify the best target market segments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
develop strategic marketing strategies/programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

provide you with

Unable to Evaluate

Multiple Strengths

- The ability to provide skills for a successful career
- The faculty to be essential
- #1 - Faculty
- Location of the classes
- Offices and accessibility
- Beneficial course- Marketing Management/Strategy

Recommendation

Perceptions of Marketing Classes

How beneficial was each of the following required marketing classes in your marketing education?

	Very Beneficial 5	4	3	2	Not Beneficial 1	Have Not Taken this Course
Principles of Marketing (MKTG 340)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consumer Behavior (MKTG 350)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Research (MKTG 446)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Management/Strategy (MKTG 445)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Evaluated
- Re-formatted
- Teaching methods
- Conducting further research

Multiple Weaknesses

The ability to:	Very Satisfied				Very Dissatisfied					
	5	4	3	2	1	1	2	3	4	5
effectively market a product/service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
possess good interpersonal skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
think creatively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
act in a professional manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
think strategically	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
be technologically competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
conduct research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
effectively use the Internet to find information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Satisfaction with the Marketing Faculty

How satisfied are you with the following?

availability during class
responsiveness to questions
ability to relate to students
preparation for class
willingness to help students
use of website/WebCT
integration of "real world" examples
ability to connect theory to practice
lectures that are interesting
ability to get students to think
outlining tests/projects
conducting hands-on activities
adjusting teaching style to students
mentoring students
providing understanding of the marketing process
enthusiasm for teaching
fairness/objectivity
caring about students
knowledge of the marketing field

How beneficial was each of the following elective marketing classes in your marketing education?

Marketing Class	Very Beneficial				Not Beneficial				Have Not Taken this Course	
	5	4	3	2	1	1	2	3		4
Advertising Strategy (MKTG 341)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet Marketing (MKTG 342)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retailing (MKTG 343)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales Management (MKTG 344)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrated Marketing Comm. (MKTG 345)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional Selling (MKTG 360)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logistics (MKTG 440)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supply Management (MKTG 444)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International Marketing (MKTG 452)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Study Abroad (MKTG 481)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Internship (MKTG 490)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What additional marketing electives, if any, do you think should be added to the marketing curriculum?

What topics/subject areas, if any, do you think should be more greatly emphasized in the marketing curriculum?

Perceptions of Marketing Education

How beneficial was each of the following marketing classes in your marketing education?

Principles of Marketing
Consumer Behavior
Marketing Research
Marketing Manager

What one marketing class do you think was most beneficial in preparing you for your future?

- | | | |
|--|---|--|
| <input type="checkbox"/> Principles of Marketing | <input type="checkbox"/> Advertising Strategy | <input type="checkbox"/> Internet Marketing |
| <input type="checkbox"/> Sales Management | <input type="checkbox"/> Integrated Marketing Comm. | <input type="checkbox"/> Consumer Behavior |
| <input type="checkbox"/> Professional Selling | <input type="checkbox"/> Logistics | <input type="checkbox"/> Supply Management |
| <input type="checkbox"/> Marketing Mgmt/Strategy | <input type="checkbox"/> Marketing Research | <input type="checkbox"/> International Marketing |
| <input type="checkbox"/> Marketing Study Abroad | <input type="checkbox"/> Marketing Internship | |

Why do you think this class was the most beneficial?

What one marketing class do you think was least beneficial in preparing you for your future?

- | | | |
|--|---|--|
| <input type="checkbox"/> Principles of Marketing | <input type="checkbox"/> Advertising Strategy | <input type="checkbox"/> Internet Marketing |
| <input type="checkbox"/> Sales Management | <input type="checkbox"/> Integrated Marketing Comm. | <input type="checkbox"/> Consumer Behavior |
| <input type="checkbox"/> Professional Selling | <input type="checkbox"/> Logistics | <input type="checkbox"/> Supply Management |
| <input type="checkbox"/> Marketing Mgmt/Strategy | <input type="checkbox"/> Marketing Research | <input type="checkbox"/> International Marketing |
| <input type="checkbox"/> Marketing Study Abroad | <input type="checkbox"/> Marketing Internship | |

Why do you think this class was the least beneficial?

● Seeking internship opportunities

● Searching for jobs

Recommendation

- Adding a required one credit course
- To prepare:
 - Interviewing techniques
 - Mock interviews
 - Internship/job out look
 - Resume workshops
 - Professional etiquette
 - Professional summit
- Meet with alumni

MARKETING

3152	MKTG	340	02	PRINCIPLES OF MARKETING	3.0	M W F	02:00-02:50P	RU	RU 007
3153	MKTG	340	03	PRINCIPLES OF MARKETING	3.0	M W F	12:00-12:50P	RU	WCH 233
3154	MKTG	340	04	PRINCIPLES OF MARKETING	3.0	M W F	01:00-01:50P	RU	CHIE313
3178	MKTG	340	05	PRINCIPLES OF MARKETING	3.0	M W	04:00-05:15P	RU	WH 104
3179	MKTG	340	06	PRINCIPLES OF MARKETING	3.0	T R	11:00-12:15M	RU	WH 208
3180	MKTG	340	07	PRINCIPLES OF MARKETING	3.0	T R	12:30-01:45P	RU	WH 009
E 3155	MKTG	340	08	PRINCIPLES OF MARKETING	3.0	T	06:00-09:00P	VWCC	VWCCG210
3181	MKTG	340	09	PRINCIPLES OF MARKETING	3.0	T R	02:00-03:15P	RU	CHIE112
3182	MKTG	340	10	PRINCIPLES OF MARKETING	3.0	T R	03:30-04:45P	RU	WCH 227
3141	MKTG	330	01	Professional Career Workshop	1.0	T R	12:00- 12:50P	RU	TBA
3156	MKTG	341	01	ADVERTISING MGT	3.0	M W F	11:00-11:50A	RU	WH 208

ADD

Multiple Weaknesses

- Informing respondents related to Marketing major
 - Awareness of events
 - Professional activities
 - Club/Professional organization

- Recommendation:
 - Creating more interactive website/networking sites

[MySpace](#)

What suggestions, if any, would you make to improve the marketing program at Radford University?

Do you have a advisor? No Yes --> What is your advisor's name? _____

Are you a transfer student? No Yes --> Did you transfer from _____

What is your overall GPA? 2.0 - 2.49 2.5 - 2.99 3.0 - 3.49 3.5 - 4.0

Are you currently employed? No Yes --> On average, how many hours per week do you work? 10 hours or less per week 11 - 20 hours per week 21 - 30 hours per week More than 30 hours per week

Which of the following statements best describes your status? I am a member of the team I am not looking for employment I am looking for employment I am currently employed I am currently a graduate student I am currently a graduate student I am currently a graduate student I am currently a graduate student

How did you die? I died I was killed I was injured I was killed I was injured I was killed I was injured

When will you graduate? Fall 2008 Spring/Summer 2009 Fall 2009 Spring/Summer 2010

Do you have another major(s) in addition to marketing? No Yes --> I am majoring in: (Please check all that apply). Accounting Economics Finance Management Other (please specify) _____

Involved in University Organizations

Please indicate your level of involvement in each of the following university organizations?

	I am a member of this organization	I am a member of this organization and I participate in its activities	I am not a member of this organization
Student Government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student Government Executive Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student Government Senate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student Government Judiciary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student Government Finance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student Government Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student Government Public Relations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student Government Social Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student Government Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your participation in this study. Your input has been extremely helpful!

Weakness

- Office/ Facilities

- Recommendation:

- Increase Student Fee from \$300 to \$400
- Allocated to each department

Example:

Graduate 20 students,
the date of graduation will
receive \$2,000

- Offering more electives

- Recommendation:

- Sports Marketing

- Advantages:

- Attaining/ Retaining respondents

Questions or Feedback?

- Clarifications needed?
- Questions?
- Comments?

Thank You

This concludes the presentation