

Marketing – Strategic Goals and Action Plans

Goal 1: To increase the visibility of and number of Majors enrolled in the Marketing program within the College of Business. The 5-7 year plan includes multiple action steps in the following temporal sequence. First, the name of the Department should be changed to be the Department of Marketing and Hospitality Management. Second, a formal Succession Plan for anticipated retirements should be phased in for an orderly stepwise transition to new focal areas of the marketing discipline. Third, a thoroughgoing review and action plan to restart the Ph.D. in Marketing should be undertaken. Hopefully implementation of suggestions from this study would coincide with new faculty hiring and change of department leadership.

Goal 2: To strengthen the relationship between the Center for Services Marketing & Management (CSMM) and departmental faculty research agendas, and also to partner with executives in the greater South Florida services sector. The following action step has been implemented: First, Dr Douglas Snetsinger has been engaged as Consultant and Executive Director, to build programming, set up membership planning and to recruit an executive Advisory Board. Second, with the assistance of the Board, the executive director and select department faculty will develop programming that will be unique to South Florida and in line with the interests of executives in the Services industries (details are being developed under contract by Dr. Snetsinger in his position as CSMM Executive Director).

Goal 3: To further define and enhance the brand of the Marketing Program. Currently the Program offers an AACSB-accredited Bachelor of Business Administration (BBA) degree in Marketing, with a single specialized concentration in Advertising available. However, the faculty seeks to further develop its curriculum by implementing the following two action plans. First, the faculty will explore and identify an area of specialization (e.g., Large Dataset Market Analysis, Digital Marketing Delivery Systems, or Services Marketing Strategies and Management). Second, the faculty will implement a full curriculum review plan to reshape the coursework and to partner with other departments to participate in a multi-disciplinary center dedicated to analytics. The latter will complement the Hospitality faculty's interest in Hospitality Data Analytics. These branding initiatives will drive future resource allocations.

Goal 4: To improve and expand participation in the market based MBA curriculum. The 5-7 year plan includes multiple action plans in the following temporal sequence. First, regarding the graduate curriculum, the marketing faculty will cooperate with the hospitality faculty to add a concentration in Hospitality Management within the MBA. Second, faculty will cooperate with the CSMM to enhance the revenue generating potential of that unit. Finally, the department will determine whether a for-credit internship option should be developed as the single-course alternative for the current three narrowly defined internships in Advertising, Retailing and Sales.

Goal 5: To develop an ongoing Undergraduate Marketing Scholars Organization that will provide new synergistic opportunities to place students and attract university and external constituents in need of interns and qualified marketing employees. The training opportunities for students in conjunction with the "Tech-Runway" planning grant initiative will provide a beginning framework for initial outreach.