



## Program Review Quality Assurance Plan

Quality Assurance Plan for: Bachelor in Marketing

Date submitted to SSCPR: [Click here](#) to enter text.

2018  
Date Self-Study Report approved by SSCPR: February 28,

Date of External Review: March 15, 2018

### SUMMARY

*Summarize what the program has determined - through evidence - about program quality (e.g. strengths, challenges, opportunities for improvement, potential threats, etc.)*

This Review has demonstrated that the new BBA in Marketing Management program has proven its attractiveness, relevance and competency. The program has embraced the Business Education Framework and applied industry and student feedback for continuous improvements to the curriculum.

#### Strengths:

- “Committed, passionate faculty” (page 16 Marketing Faculty Report (MFR))
- Faculty have “real world” industry experience with “great stories of real life business scenarios” (Page 2 Marketing Alumni Report (MAR) Page 1 External Review Team Report (ERTR))
- Hands-on, practical learning (Page 3 MAR)

#### Weaknesses:

- Limited exposure to/training on applications such as PhotoShop, Salesforce, GA, etc. (Pages 3 & 8 MAR, Page 8 Marketing Discipline Report (MDR))
- Facilities and equipment (Pages 11 & 17 MFR)
- Maintaining program, course and faculty currency. (Page 17 MFR)
- Not well known/not a solid well know brand for business schools (Pages 4 & 6 Marketing Discipline Sector (MDS))
- Need greater connections to the external marketing community/industry (Page 22 SSR)

#### Opportunities:

- Increasing international enrollments (Page 4 Marketing Administrative Data (MAD))
- Increasing 15 – 24 year old population in Surrey market
- Advances in digital technologies for both marketing and teaching and learning

#### Threats:

- Declining domestic enrollments
- Preparedness and integration of international students (Student feedback during External Panel Review, Page 12 MFR)

For the future, improvements to the program revolve around three themes:

1. **Maintain Program Currency and Attractiveness**
2. **Increase students’ exposure to industry**
3. **Improve the Learning Environment**

The specific recommendations/strategies have been gathered under these themes and the strategies have been prioritized into short-term (<6 months), medium term (6 months – 2 years) and long term (+2 years). (Refer to Section 9: Conclusions and Recommendations in the BBAMM Program Review Self-Study Report). The Marketing department discussed the report

and concluded that priority be given to existing initiatives that bolster the current program before expanding into new areas.

## QUALITY ASSURANCE GOALS

List the program's Quality Assurance Goals (broad statements about what the program intends to accomplish to ensure program quality). Identify the Recommendation(s) – drawn from the Self-Study Report and External Review Report - each Goal addresses. Provide a brief Rationale for each Goal (see the Quality Assurance Plan Guidelines for instructions). Add or remove rows as necessary.

### GOAL 1: Maintain Program Currency and Attractiveness

**RATIONALE FOR THIS GOAL:** The discipline of Marketing is going through significant changes driven by technology and an ever-changing business environment. At the same time, the field of adult education is undergoing significant changes in philosophy, approach and technology. Maintaining program currency and attractiveness will help to ensure the program delivers on the expectations of students, industry and government.

Recommendation(s) this Goal Addresses	Report (page number)
<p>"...the department wants to understand what adjustments we need to make the existing program stronger and to foresee industry needs in the future to maintain our currency."</p>	<p>Page 8 Self-Study Report (SSR)</p>
<p>"The marketing industry is experiencing radical changes in delivery and communication channels driven by technology. Today, Marketers must shift from creativity to analysis, from long-term consistency to just-in-time agility and from mass to personalized customer engagement. Furthermore, companies are merging their Marketing and Corporate Communication roles, requiring a wider range of skills from employees. This is illustrated by the list of top skills rated very important or critical in the future by the industry survey respondents. Many of these skills did not exist ten years ago."</p>	<p>Page 9 SSR</p>
<p>"Given the rapid change in the industry, instructors struggle to maintain currency and their adoption of classroom technology tools (e.g. Moodle) is uneven. This is recognized by the faculty in that while 77% agree that the faculty has the "necessary expertise to deliver the curriculum, 38% indicated they are somewhat or very dissatisfied with instructors having "adopted the latest trends, techniques and technologies in delivering program content".</p> <p>"More emphasis needs to be placed on faculty maintaining currency and being accountable for professional development."</p>	<p>Page 20 SSR</p>
<p>Identified as a program strength – "Practical application of theory to real world situations. Providing students with real world problems and situations to hone their skills." In order to continue with this strength, the program must remain current.</p>	<p>Page 17 MFR</p>
<p>"Based on alumni and student input, it is recommended that the program increases efforts to keep course materials up to date in topics related to the technical aspects of marketing, for example current versions of applications needed for entry-level positions. While learning the principles (of marketing) is important, students also ask for more current specific application experience in their courses. Alumni and current students express the need for more Digital Marketing courses."</p>	<p>Page 3 ERTR</p>

## GOAL 2: Increase Student Exposure to and Engagement with Industry

RATIONALE FOR THIS GOAL: This is currently identified as a strength of the program. With that said, the feedback from alumni and industry experts suggests that, given the importance of this aspect of the students' education, continued emphasis and focus should be placed on this aspect of the program.

Recommendation(s) this Goal Addresses	Report (page number)
Identified as a key factor to student employability	Page 8 MDS, BBAMM Advisory Board feedback
Identified as a strength of the program – "Use of "live clients" and simulations to provide "real world" experience."	Page 17 MFR, Page 4 MAR
"MOST marketing positions require design and website skills. It's becoming very digital - there should be courses with access to Adobe design software. - More classes should participate in GOMC (Google Online Marketing Challenge) so there is more experience with Google AdWords"	Page 5 MAR
"Computer graphics or use of programs like photoshop and Auto CAD would have been incredibly useful. Today those programs are a necessity in marketing."	
"My last [Course]- real industry project was the reason I got the job I have. My goal was to work in the industry after and the project was great for my resume."	Page 6 MAR
"The connection with industry is considerable for this program, and is one of the program's strong points. The Advisory Committee provides regular contact with leading industry professionals. The co-op program provides invaluable real-world experience and useful contacts which can directly lead to employment for graduates."	Page 7 ERTR

**GOAL 3: Improve the learning environment**

**RATIONALE FOR THIS GOAL:**

Recommendation(s) this Goal Addresses	Report (page number)
<p>Classroom configurations and resources were identified as a weakness of the program.</p> <p>“1. There are courses, such as those heavy in cases and group-activities, that require a "horse-shoe", "cluster" or "board-room" setting to facilitate and encourage student activities and interaction. Nevertheless, not all classrooms are set up in such a way that the above formats are permissible. 2. The quality of the furnishings could be more in line with industry's standard as expected by the business community. This is especially important for corporate training under Continuing Education. 3. Technology should be much more up-to-date. Please excuse the negativity of this comment but it is embarrassing for us, instructors, in front of students and especially in front of guest speakers when technology fails to deliver.”</p> <p>“More classrooms with round tables for group/team work would be helpful. More access to power outlets for students (so they don't sit in back corners). Whiteboards or smartboards instead of chalkboards.”</p> <p>“It is really frustration (sic) teaching at KPU classrooms. We are trying to deliver a 21<sup>st</sup> century product in a 18th century classroom environment”</p>	<p>Pages 11 &amp; 17 MFR</p>
<p>Alumni and faculty feedback indicates that more exposure/training needs to be provided on current software/applications.</p> <p>“MOST marketing positions require design and website skills. It's becoming very digital - there should be courses with access to Adobe design software. - More classes should participate in GOMC so there is more experience with Google AdWords”</p> <p>“Computer graphics or use of programs like photoshop and Auto CAD would have been incredibly useful. Today those programs are a necessity in marketing.”</p>	<p>Page 5 MAR, Page 8 MFR</p>
<p>We should provide students more flexibility as to how they learn the content.</p>	<p>Page 17 MFR</p>

## RECOMMENDATIONS THE QUALITY ASSURANCE PLAN DOES NOT ADDRESS

List the Recommendations from the Self-Study and External Review this Plan does not address. Provide a brief explanation why these Recommendations cannot be addressed. Add or remove rows as necessary.

Recommendations	Report (page number)	Explanation
Improve classroom facilities	Page 17 MFR Page 6 ERTR	This is consistent with the goal to improve the student learning experience via more flexible classroom layouts and additional computer labs. However, capital investment outside the scope of the review
Improve faculty and student meeting spaces	Page 27 & 33 SSR	This is motivated by the goal to improve the student learning experience as significant learning occurs during team and individual meetings with faculty. However, capital investment outside the scope of the review
Improve KPU profile of BBAMM program among employers	Pages 4 & 6 MDS	KPU resources dedicated to raising university profile versus individual programs
Post Baccalaureate Diplomas	Page 34 SSR	No resources
Adding a Public Relations option for Capstone	Page 34 SSR	No resources
Integration of International Students	Pages 1 & 5 ERTR Pages 52, 85 & 86 SSR Appendices	This was not addressed in the MRKT QAR as it is a broader SoB and KPU initiative (we have a MRKT rep on the group) and the MRKT department will provide input to the work group and will support the working groups recommendations.  The department is and will continue to proactively make use of the new tools, resources and support developed and provided for faculty and international students.

## QUALITY ASSURANCE FIVE-YEAR ACTION PLAN

*Describe the Quality Assurance Strategies (specific plans of action) the program must achieve to attain its goal over the next five years. Detail the steps the program will take to achieve each Strategy. Add or remove Strategies and tables as necessary.*

### MONTH/YEAR WHEN THE FIVE-YEAR ACTION PLAN BEGINS: May 2018

**STRATEGY 1: Maintain currency of course curriculum through ongoing updating of course content.**

GOAL(S) THIS STRATEGY SUPPORTS: Maintain Program Currency and Attractiveness

RATIONALE FOR THIS STRATEGY: Ongoing review of course content and PLO achievement will help to identify gaps in the program which can then be addressed. Gaps identified may relate to achievement of existing PLO's, identify the need to adjust current courses and/or current PLO's or incorporate new PLO's.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Quarterly review of PLO's for capstone – identify gaps and “service courses” that should address the gaps.	Chair	May 2018	Ongoing until tenure of the 5-year plan	Working schedules to be conducted once per quarter to review PLO gaps at the capstone level. Teaching teams to outline steps to close the gaps.
Review PLO development and CLO's in pre-requisite courses.	Teaching Team Leads	May 2018	Ongoing until tenure of the 5-year plan	Quarterly review by teaching teams to address PLO gaps as they relate to the MRKT “service” courses to determine how and where to best close the gaps. Course learning outcomes will be reviewed and adjusted as required
Update official course outlines to reflect to reflect changes required to close the PLO gaps.	Curr Comm Rep Teaching Team Leads	May 2018	Ongoing until tenure of the 5-year plan	Teaching teams to update official course outlines as required to close the PLO gaps.

Review direct competitors' programs	Comm. Rep.	Sept. 2018	Ongoing until the 5-year plan	Results will be used to inform/develop the next 5-year plan
Update program communication as it should be positioned to relevant stakeholders	Comm. Rep.	Nov. 2018	Ongoing until the 5-year plan	Results will be used to inform/develop the next 5-year plan

<b>Resource Implications (if applicable)</b>				
What are the resources required to achieve this Strategy? Teaching teams, PLO reporting system, competitive intelligence				
When are these resources required? Ongoing				
What Faculty and/or Institutional support is required? Maintenance of PLO reporting system, meeting space & support, funding for meals/catering will be requested, faculty volunteer(s) to update communications				



**STRATEGY 2: Maintain faculty currency in teaching, learning, internationalization and marketing practices through the use of professional development.**

GOAL(S) THIS STRATEGY SUPPORTS: Maintain Program Currency and Attractiveness; Improve the Learning Environment

RATIONALE FOR THIS STRATEGY: Advances in practices, technology and tools impact the teaching and learning environment as well as the field and practice of marketing. It is important that instructors maintain currency in both in order to achieve the goals identified above.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Identify formal professional development activities and events that would be appropriate for faculty to attend	PD Rep Teaching Team Leads Committee Reps	May 2018	Ongoing until tenure of the 5-year plan	Each teaching team and committee should identify upcoming relevant PD opportunities e.g. Digital Strategy forum might be identified by 2111, 3211 and 3311 teaching teams, Internationalization Summit might be identified by Internationalization Rep Engage Office of Teaching and Learning and HR to keep abreast of upcoming events and to develop new and relevant PD opportunities
Maintain a department calendar/list of formal professional development activities and events that would be appropriate for faculty to attend	PD Rep	Sept. 2018	Ongoing until tenure of the 5-year plan	By keeping an up to date calendar of events faculty can better plan their formal PD activities
Track, report and share lessons learned from PD activities	PD Rep All Faculty under the guidance of the chair	May 2018	Ongoing until tenure of the 5-year plan	PD Rep will maintain a log of formal PD activities undertaken by faculty. Faculty will be given the opportunity/resources to report and share lessons learned to the department immediately following their PD activity.

<b>Resource Implications (if applicable)</b>	
What are the resources required to achieve this Strategy?	Ongoing PD funding, Teaching Team and Committee feedback
When are these resources required?	Ongoing

What Faculty and/or Institutional support is required? Institutional tracking and follow-up, faculty support for and commitment to updating personal currency in the fields of marketing and teaching and learning, collaboration with the Office of Teaching and Learning and the Human Resources department to identify and develop relevant PD opportunities

**STRATEGY 3: Incorporate industry recognized certifications into the program.**

GOAL(S) THIS STRATEGY SUPPORTS: Maintain Program Currency and Attractiveness; Increase Students' Exposure to Industry; Improve the Learning Environment

RATIONALE FOR THIS STRATEGY: Providing these opportunities will help to ensure students and faculty are current. These additional skills will make the students more attractive as prospective employees and will make the program more rewarding for the students.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Identify a list of employers' desired, relevant industry certifications by course (where applicable)	Teaching Team Leads	May 2018	Ongoing until tenure of the 5-year plan	Review in quarterly teaching team meetings. This will not be a one-time effort but will need to be an ongoing initiative as the industry is constantly changing
Develop recommendations on incorporating the certification(s) and/or badges into the course(s) and present to the department for approval including monitoring results. Recommendation should include monitoring and reporting plan.	Teaching Team Leads	Sept. 2018	Ongoing until tenure of the 5-year plan	Present recommendation(s) in department meetings for approval
Update official course outline(s) and course presentation(s) as required	Teaching Team Leads Curr Comm Rep	Oct. 2018	Ongoing until tenure of the 5-year plan	Where required, teaching teams will update course outline(s) and presentation(s) to reflect the changes  It is important to develop a monitoring and control process to determine the impact of the initiative. Results will be used to inform/develop the next 5-year plan
Track and report outcomes	Teaching Team Leads	Jan. 2019	Ongoing until tenure of the 5-year plan	

**Resource Implications (if applicable)**

What are the resources required to achieve this Strategy? Teaching teams, IT systems, funding for software/applications/PD

When are these resources required? Ongoing

What Faculty and/or Institutional support is required? Institutional policy/direction. Funding for certifications and software incorporated into annual budget cycle, faculty PD and training on relevant applications

**STRATEGY 4: Incorporate training on industry recognized software into the program.**

GOAL(S) THIS STRATEGY SUPPORTS: Maintain Program Currency and Attractiveness; Increase Students' Exposure to Industry; Improve the Learning Environment

RATIONALE FOR THIS STRATEGY: Providing these opportunities will help to ensure students and faculty are current. These additional skills will make the students more attractive as prospective employees and will make the program more rewarding for the students.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Identify a list of employer desired, relevant software application(s) by course (where applicable)	Teaching Team Leads	May 2018	Ongoing until tenure of the 5-year plan	Review in quarterly teaching team meetings. This will not be a one-time effort but will need to be an ongoing initiative as the industry is constantly changing
Develop recommendations on incorporating the certification(s) and/or badges into the course(s) and present to the department for approval including monitoring results. Recommendation should include monitoring and reporting plan.	Teaching Team Leads	Sept. 2018	Ongoing until tenure of the 5-year plan	Present recommendation(s) in department meetings for approval
Update official course outline(s) and course presentation(s) as required	Teaching Team Leads Curr Comm Rep	Oct. 2018	Ongoing until tenure of the 5-year plan	Where required, teaching teams will update course outline(s) and presentation(s) to reflect the changes
Track and report outcomes	Teaching Teams	Jan. 2019	Ongoing until tenure of the 5-year plan	It is important to develop a monitoring and control process to determine the impact of the initiative. Results will be used to inform/develop the next 5-year plan

**Resource Implications (if applicable)**

What are the resources required to achieve this Strategy? Teaching teams, IT systems, funding for software/applications/PD

When are these resources required? Ongoing

What Faculty and/or Institutional support is required? Institutional policy/direction. Funding for certifications and software incorporated into annual budget cycle, faculty PD and training on relevant applications

**STRATEGY 5: Provide students with the opportunity to receive credit for current work experience**

**GOAL(S) THIS STRATEGY SUPPORTS:** Increase Students' Exposure to Industry; Improve the Learning Environment

**RATIONALE FOR THIS STRATEGY:** The BBAMM Advisory Board identified relevant industry experience as a key differentiator between applicants for entry level marketing positions. Many KPU students are employed while pursuing their degrees. Providing students with the opportunity to complete marketing projects for their existing employers would provide benefits to the employer, student and KPU as a whole.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Continued support and promotion of marketing co-op program	Chair	May 2018	Ongoing until tenure of the 5-year plan	Led by Chair and to be implemented in co-ordination with the Dean Incorporate Co-op informational presentations into first year courses
Research competitive offerings – e.g. UVic, SFU	Chair	May 2018	Sept. 2018	Identify competitor offerings and best practices
Identify options for student projects related to current employment	Chair	May 2018	Sept. 2018	Options to consider: <ul style="list-style-type: none"> <li>• Self-study course</li> <li>• Re-purpose existing course</li> <li>• Incorporate into an existing course</li> <li>• Research competitors e.g. UVic for best practices</li> <li>• Co-curricular transcripts</li> </ul>
Present to SoB Dean for feedback	Chair	Nov. 2018	Jan. 2019	
Develop official course outline(s) and course presentation(s) as required for department and SoB approval	Chair Curr Comm Rep	Jan. 2019	May 2019	

<b>Resource Implications (if applicable)</b>
What are the resources required to achieve this Strategy? Time dedicated by the Chair and Dean to investigate alternatives and develop recommendations
When are these resources required? May 2018 – May 2019
What Faculty and/or Institutional support is required? Funding for the course to run, room and faculty availability should it be determined a “new” course is required

**STRATEGY 6: Incorporate “live client” and/or “real world” projects**

GOAL(S) THIS STRATEGY SUPPORTS: Increase Students’ Exposure to Industry; Improve the Learning Environment

RATIONALE FOR THIS STRATEGY: By incorporating live clients and real-world projects students will gain further exposure to industry and current practices. Feedback from the BBAMM Advisory Board students and alumni emphasized this type of experience as an important factor when looking at potential new employees. Current students and alumni provided feedback on the importance of these opportunities and the enhanced learning derived from participation in these types of projects.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Identify courses where there is an opportunity to incorporate “live client” or “real world” projects	Teaching Team Leads	May 2018	Ongoing until tenure of the 5-year plan	“Real world” projects may include simulations, development of projects for start-ups or fictitious organizations led by students
Develop proposal to be reviewed by the teaching teams	Teaching Team Leads	Sept 2018	Ongoing until tenure of the 5-year plan	Once the proposal is developed it will be reviewed by the teaching team for vetting
Develop project outlines	Teaching Team Leads	Oct. 2018	Ongoing until tenure of the 5-year plan	Once the proposal is approved the project outline will be developed
Adjust official course outline(s) as necessary and course presentation(s)	Teaching Team Leads Curr Comm Rep	Nov. 2018	Ongoing until tenure of the 5-year plan	If any changes to the official course outline(s) or course presentation(s) is/are required they will be adjusted and presented to the department and SoB for approval as required
Establish sustainable process for linking student with industry request for projects	PiB Rep	May 2018	Ongoing until tenure of the 5-year plan	



Track and report outcomes	Teaching Team Leads PiB Rep	Jan. 2019	Ongoing until tenure of the 5-year plan	It will be important to track the number of projects completed as well as to survey both "clients" and students to ensure that the program is meeting its objectives. Results will be used to inform/develop the next 5-year plan.
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<p align="center"><b>Resource Implications (if applicable)</b></p> <p>What are the resources required to achieve this Strategy? Teaching team, PiB rep time to review and develop</p> <p>When are these resources required? Ongoing</p> <p>What Faculty and/or Institutional support is required? Ongoing administrative support for the PiB program</p>
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**STRATEGY 7: Develop relationships with industry associations**

GOAL(S) THIS STRATEGY SUPPORTS: Maintain Program Currency and Attractiveness; Increase Students' Exposure to Industry; Improve the Learning Environment

RATIONALE FOR THIS STRATEGY: By developing close relationships with key industry associations the department will have greater insight into industry trends while students and faculty will gain greater exposure to the industry which will in turn improve the learning environment.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Identify and evaluate the attractive of potential relevant industry associations	Chair	May 2018	Sept. 2018	Identify a select number of important and relevant industry associations – e.g. AMA, BC Tech, MRIA, Alliance for Manufacturing, Retail Council of Canada
Appoint a representative/champion for each relevant association to develop a proposal of how to develop and leverage the relationships	Chair	Sept. 2018	Jan. 2019	Enlist volunteers to research relevant industry associations and develop a plan on how to develop and leverage these association relationships
Obtain faculty and SoB feedback/approval	Industry Association Rep	Jan. 2019	Feb. 2019	
Execute the strategy for industry outreach	Industry Association Rep	Feb. 2019	Ongoing until tenure of the 5-year plan	Results will be used to inform/develop the next 5-year plan.
Track and report outcomes	Industry Association Rep	Feb. 2019	Ongoing until tenure of the 5-year plan	

Resource Implications (if applicable)
What are the resources required to achieve this Strategy? Chair, Faculty Reps
When are these resources required? Ongoing
What Faculty and/or Institutional support is required? Faculty volunteers, SoB funding for memberships as required

**STRATEGY 8: Implement a faculty and alumni mentoring program for students**

GOAL(S) THIS STRATEGY SUPPORTS: Improve the Learning environment

RATIONALE FOR THIS STRATEGY: A BBAMM mentorship program will provide students with a valuable opportunity to receive guidance from faculty and alumni as they navigate the program and prepare to grow or launch their careers in the industry. A mentoring program will enhance the current “hands-on” learning environment by further leveraging the industry experience faculty and alumni bring to KPU. Alumni involvement will also assist the program with maintaining contact with past graduates while connecting students with professionals with a similar educational background and journey for support.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Develop a proposal for implementation of a faculty mentoring program for students	Mentorship Rep	May 2018	Nov. 2018	Work with Associate Dean SoB to develop a faculty mentoring program for students
Identify and train potential BBAMM faculty mentors	Mentorship Rep	Sept. 2018	Feb. 2019	Collaborate with Office of Teaching and Learning and HR to develop faculty training in student mentoring and retention
Introduce the mentoring program	Mentorship Rep	Feb. 2019	May 2019	Introduce and launch the program to both faculty and students in the Spring 2019 term
Monitor and report on program outcomes	Mentorship Rep	Nov. 2018	Ongoing until tenure of the 5-year plan	
Develop a proposal for implementation of an alumni mentoring program for students	Mentorship Rep	Jan. 2019	May 2019	Work with Associate Dean SoB to develop a faculty mentoring program for students
Identify and train potential BBAMM alumni mentors	Mentorship Rep	May 2019	Sept. 2019	Collaborate with Office of Teaching

				and Learning and HR to develop alumni training in student mentoring and retention
Introduce the mentoring program	Mentorship Rep	Sept. 2019	Nov. 2019	Introduce and launch the program to both faculty and students in the Fall 2019 term
Monitor and report on program outcomes	Mentorship Rep	Nov. 2019	Ongoing until tenure of the 5-year plan	

**Resource Implications (if applicable)**

What are the resources required to achieve this Strategy? Faculty, Alumni, Associate Dean SoB
When are these resources required? May 2018 – Nov. 2019
What Faculty and/or Institutional support is required? Alumni list, resources for mentoring training for potential mentors. Mentoring and retention training for faculty mentors. Office for Teaching and Learning and HR.

**STRATEGY 9: Provide additional and on-going guidance, promotion and support for the KPUMA and its mission.**

GOAL(S) THIS STRATEGY SUPPORTS: Increase Students' Exposure to Industry; Improve the Learning Environment

RATIONALE FOR THIS STRATEGY: By actively guiding, promoting and supporting the KPUMA, the department will help provide ongoing leadership opportunities for students and increase student exposure to the industry beyond the classroom. As reflected in the results of the self-study report, there is a clear opportunity to strengthen connections with the industry for students in the program (Page 22 of Self-Study Report). The growth and continued success of the KPUMA will also be important to further build a sense of marketing community at KPU.

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Liaise with the KPUMA executive to review current status of the association.	KPUMA Rep Faculty volunteer(s)	May 2018	Ongoing until tenure of the 5-year plan	Assessment of association priorities, events, engagement levels, opportunities, challenges.
Explore the structure and activities of other student marketing associations (or student associations in other disciplines).	KPUMA Rep Faculty volunteer(s)	Sept. 2018	Ongoing until tenure of the 5-year plan	Research best practices, innovations and potential collaborations/alliances.
Identify and advise on additional opportunities to increase student engagement with value-added programming (e.g., industry participation, skill development, student showcase, etc.)	KPUMA Rep Faculty volunteer(s)	Sept. 2018	Ongoing until tenure of the 5-year plan	Consider additional ways for faculty to promote and incorporate KPUMA participation into courses.
Present opportunities to department and identify faculty members with experience, background and connections to assist.	KPUMA Rep All Faculty	Fall 2018	Ongoing until tenure of the 5-year plan	
Provide input into KPUMA planning on an annual basis.	KPUMA Rep	Ongoing	Ongoing until tenure of the 5-year plan	
Evaluate/ monitor program success, student and industry feedback	KPUMA with KPUMA Rep	Ongoing	Ongoing until tenure of the 5-year plan	

**Resource Implications (if applicable)**

What are the resources required to achieve this Strategy? Chair, Faculty Reps, Faculty volunteers

When are these resources required? Ongoing
What Faculty and/or Institutional support is required? Faculty volunteers

**STRATEGY 10: Include industry professionals as part of learning experience**

GOAL(S) THIS STRATEGY SUPPORTS: Maintain Program Currency and Attractiveness, Increase Students' Exposure to Industry; Improve the Learning Environment

RATIONALE FOR THIS STRATEGY: Beyond using real world projects, integrating industry experts into parts of the learning process (course) can further increase engagement between students marketing professionals. Based on the recommendation to develop further industry connections (Page 18, Self-Study Report), exploring new and innovative ways for students to interact with marketing experts will further enrich the learning environment through exposure to industry best practices (e.g., online Q&A with industry representatives, industry panelists, guest mentorship, guest speakers, etc.).

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Seek/identify opportunities for subject matter expert guest speakers.	All Faculty	May 2018	Ongoing until tenure of the 5-year plan	Current industry contact or subject matter experts.
Collect and evaluate feedback from students, faculty and industry	All Faculty	Ongoing	Ongoing until tenure of the 5-year plan	Faculty to share experience with integration of industry professionals in course delivery – what worked well, what could be changed.
Share contacts with teaching teams where appropriate or relevant to specific courses.	All Faculty	Ongoing	Ongoing until tenure of the 5-year plan	Faculty collaboration in sharing contacts or making recommendations for industry guests.
Track and report on industry speakers	All Faculty	Ongoing	Ongoing until tenure of the 5-year plan	

Resource Implications (if applicable)
What are the resources required to achieve this Strategy? Faculty
When are these resources required? Ongoing
What Faculty and/or Institutional support is required? Faculty, industry volunteers

PLAN APPROVED BY:

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Provost's Name

*SAL GURURAJ*

Provost's Signature



Date

*May 24, 2018*

\_\_\_\_\_

*Kylee Jebb*

Dean's Name



Dean's Signature

Date

*May 24, 2018*