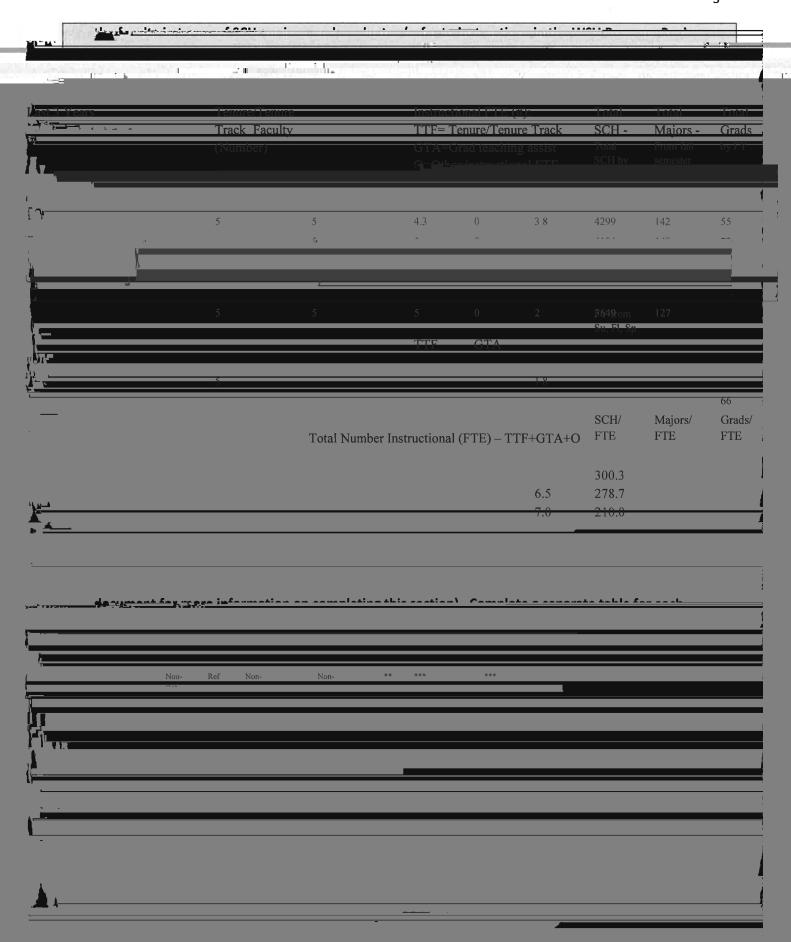


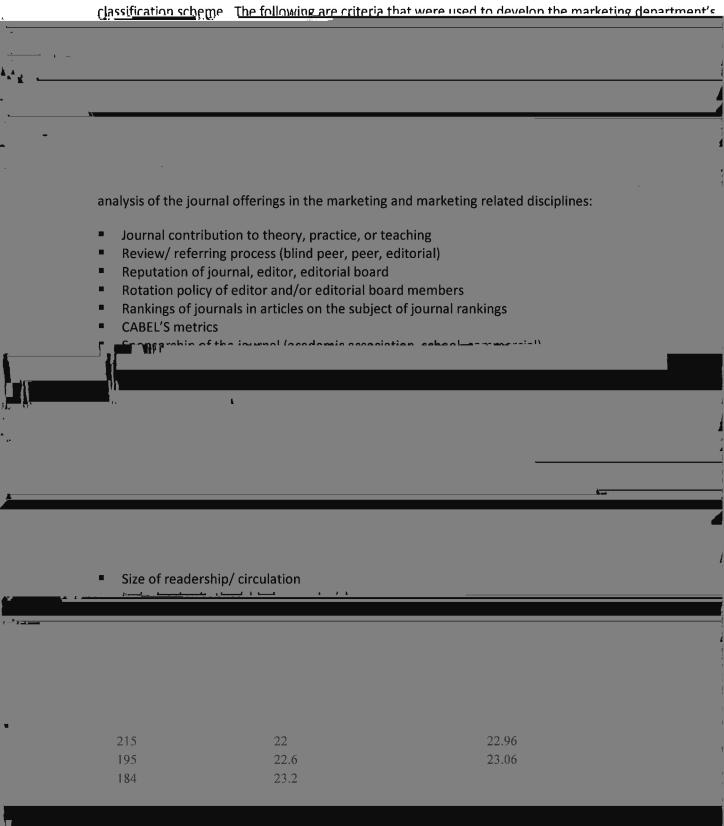
Program Review Self-Study Template					
Academic unit: Marketing					
College Business					
Date of last review	2008				
Date of last accreditation report (if relevant)					
List all degrees described in this report (add line	es as necessary)				
Degree: Bachelor - Marketing	CIP* code: 52.1401				
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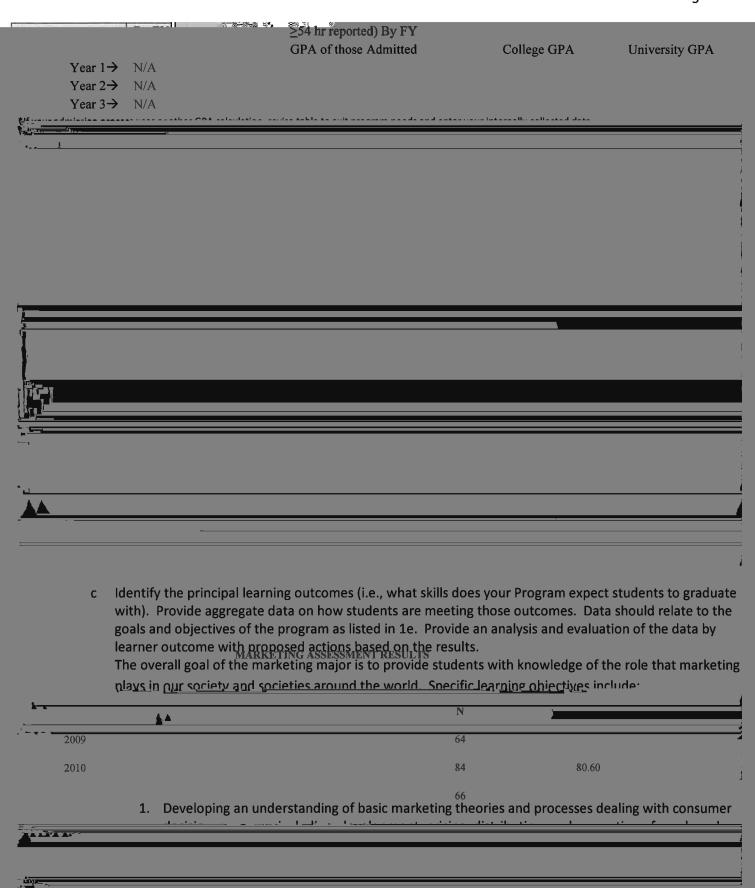
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	Program Review document for more information on completing this section).	
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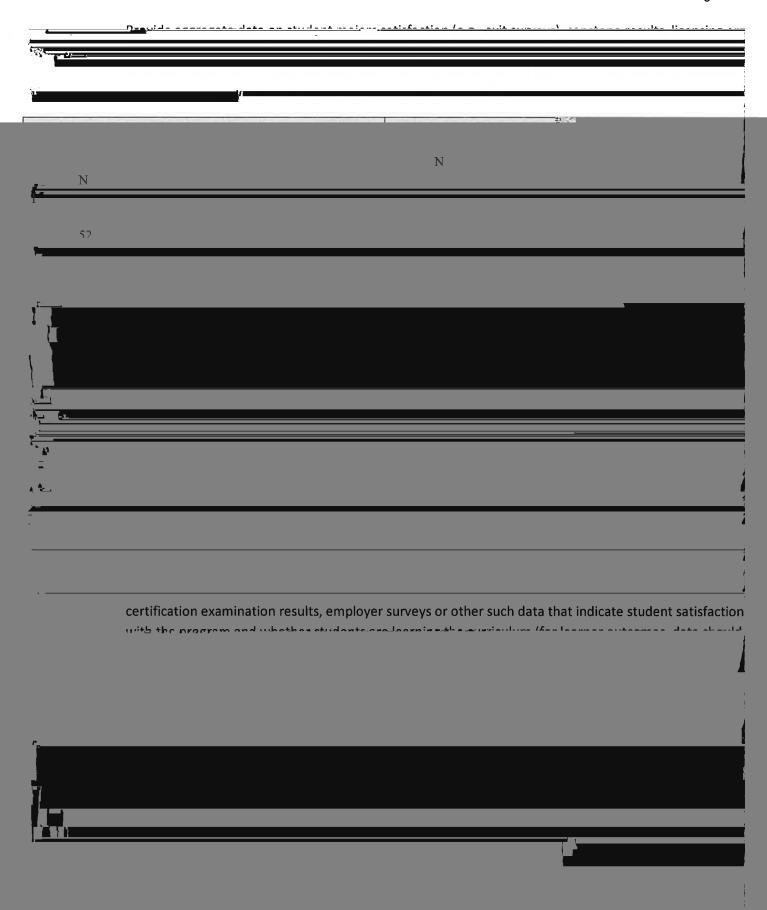


Provide assessment here:

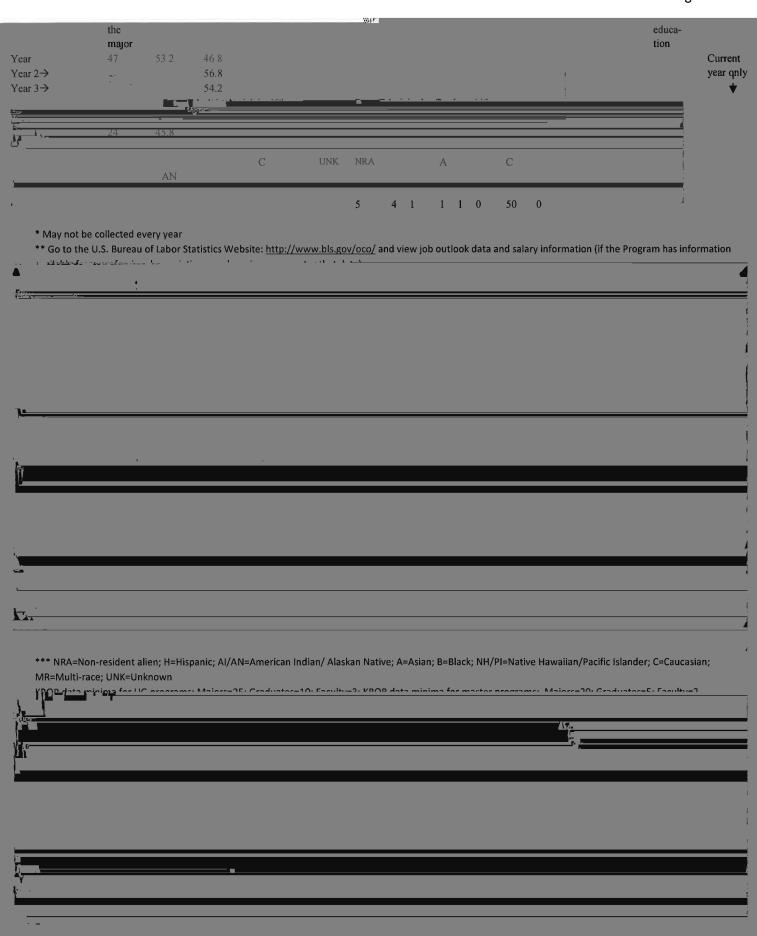
In the spring of 2006, each department in the Barton School of Business was asked to generate a journal classification scheme. The following are criteria that were used to develop the marketing department's







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8. One member of the department has been the editor of the *Journal of Services Marketing* for over 25 years; this academic publication is one of the leading journals in the marketing discipline that is focused on advancing out understand of services marketing.

Goals and Objectives for the next three years:

