The College of Technology, Engineering and Management commends the PRC consultant team for completing a comprehensive and objective review of the Marketing and Business Education program. Below you will find the responses to the Program Review Committee’s recommendations of the B.S. in Marketing and Business Education, completed by the Program Director, Department Chair and the Dean’s Office.

**Recommendations to the Program Director**

1. Review MEBE program requirements to determine if reductions in the credit requirements can be made while still effectively preparing students for marketing and business education careers.

2. Work to improve lines of communication between faculty and students. In particular, the program should explore new ways of conveying program and course requirements to students, and the challenges associated with the combined MEBE major. In addition, when instances of duplication of content across these courses represent necessary reinforcement on concepts, the necessity of reviewing these content areas should be clearly explained to the students.

3. Determine appropriate program size given the resources available to it, and work to achieve and/or maintain that size.

**Response from the Program Director**

1. *Determine if reductions in the credit requirements are feasible.* The Marketing and Business Education program meets the 124 credit requirements for the Marketing only certification core program (124 credits). In an effort to meet both Marketing and Business Education certification requirements for the State of Wisconsin, students take additional courses. This brings the dual certified graduate to 143 total program credits. Graduates of the comprehensive program, in essence, complete two majors while pursuing the additional Business Education certification.

   Program modifications will be entertained as the Wisconsin Department of Public Instruction alters requirements for these teaching certifications. It is anticipated that there may be an eventual convergence of the two licenses. It is conceivable that such a change will redefine technical requirements required to teach the content area.

2. *Improve lines of communication between faculty and students.* The MBE program continues to refine its communications venues. Currently, mandatory advisement meetings are conducted during the University scheduled advisement days. In addition, the program director and program faculty share individual advisement. Each faculty member (3) is assigned a specific section of MBE program students (50 per advisor) for individualized student advisement. In addition the program relies on email distribution of information pertinent to all students. The
program will continually focus on providing students with timely information and ways for students to be heard.

Recent program revision will further streamline the advisement process for students. In the past, course substitutions and course availability for the Business Education certification track caused a level of stress for students. This was remedied through the development of two new courses (MEDIA 365 and MEDIA 366) that replace a series of courses that were used to meet the technical applications requirements of the certification.

In response to course content duplication the program will map core concepts that are taught in each of its MBE program courses. This will allow instructional staff to clearly identify how the course objectives are being met, at what level, and specific artifacts that will document the knowledge, skills, and dispositions. Although there are no course objective duplications, some concepts may have been covered in too much depth in multiple courses. The remedy is well underway and will yield positive results on future PRC reviews.

3. Please refer to the Dean’s response below.

Recommendations to Department Chair

1. Continue to work to reduce course redundancy and duplication. Specifically, all reasonable efforts should be made to eliminate unnecessary duplication from the following courses: MEBE 301 and 401; CTSO, VTAE, and Co-op; and MEBE 201 and 202. When instances of duplication of content across these courses represent necessary reinforcement of concepts, the necessity of reviewing these content areas should be clearly explained to students.

Response from the Department Chair

1. The Department Chair will discuss the duplication of material with the Program Director and those who teach the courses. The Chair will begin steps to remedy duplication and forward recommendations to the Dean of the School of Education, as these courses will be housed in the SOE as of July 1, 2003.

Recommendations to the Dean (or Associate Dean)

1. Determine appropriate program size given the resources available to it, and work to achieve and/or maintain that size.

Response from the Dean

1. The College of Technology, Engineering and Management has been devoted to enrollment management activities over the past three years. Determining the “right size” for each of its programs has been challenging, including for the Marketing and Business Education program. As noted in its report, the program has increased enrollment from 102 students in 1995 to 157 students in 2002. While the overall review of the program is positive, serving 157 students with a staff of 2.25 FTE is challenging. Based on experience with it and other programs, the best size for the program is probably around 135-145.

As all education programs move toward achieving full approval under the DPI PI 34 rule, achieving the right size enrollment for MBE will be aided with the implementation of program admission benchmarks. Benchmark I, which requires all students to achieve a 2.75 GPA and
pass the PPST (Pre-professional Skills Test), will reduce the total number of program students to the desired enrollment of 135-145 through attrition.