Teaching - 50%

Met Expectations (50%)

Teaching evaluations: Sp. 4.5, 4.0, 4.8; Su. 4.1, 4.7; Fall 4.6, 4.0, 4.1, 4.6.
3 internships and 4 honors students during the year.
Utilized several active learning tools in all classes (MKTG 3803, 3809, 3839, 4864)
Two study abroad programs London and China.
Comprehensive and innovative term projects in advertising, retailing and consumer behavior classes.
All classes CourseDen enhanced. 6 online classes.
2 outside speakers in 3803.

Professional Growth and Development - 25%

Exceeded Expectations (30%)

Enrolled in DBA program at KSU.
1 paper presented at Academy of Marketing Sciences conference and published in proceedings.
Attended and served as session chair at the Academy of Marketing Sciences Conference, Paris, France.
Ad Hoc Reviewer for Academy of Marketing Sciences conference.

Service - 25%

Exceeded Expectations (30%)

2 RCOB level committees.
Two study abroad programs in London and China- recruiting, planning/organizing etc.
Attended a preview day and a study abroad fair.
Promoted to Senior Lecturer in Marketing.
Overall Comments:

This lecturer continues to do an excellent job in the classroom. She receives high teaching evaluations, and student comments show that they have a very positive learning experience in all her classes. She has incorporated several active learning tools and term projects in her classes. She taught six online sections this year. She also worked with 3 students on internships and 4 students on honors projects. She therefore met expectations in teaching.

Most importantly, this lecturer has continued to work on her DBA program at KSU. This has taken a significant amount of time and effort on her part and is excellent in terms of faculty development. She also attended the Academy of Marketing Sciences Conference in Paris, France, where she presented a paper and was session chair. She continues to work on research projects. She therefore exceeded expectations in professional growth and development.

This lecturer also had a very good year in terms of service. As she has been doing for several years, she helped organize and participated in two study-abroad programs to China and London this year. She was responsible for planning, organizing, recruiting etc. for both these programs. This involved a significant amount of time commitment and effort on her part. She also served on 2 RCOB committees. She therefore exceeded expectations in terms of service.

Chair Evaluation:

<table>
<thead>
<tr>
<th>Goals</th>
<th>Evaluation</th>
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<tbody>
<tr>
<td>Teaching</td>
<td>50%</td>
</tr>
<tr>
<td>Prof. Growth &amp; Dev.</td>
<td>25%</td>
</tr>
<tr>
<td>Service</td>
<td>25%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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Merit Recommendation:

<table>
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<tr>
<th>2011-2012</th>
<th>Recommended</th>
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<tbody>
<tr>
<td>Salary</td>
<td>Raise</td>
<td>2012-2013 Salary</td>
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</tbody>
</table>

Faculty signature and date (indicates review)