ANNUAL FACULTY EVALUATION
Tenure Track Assistant Professor

Teaching - 45%
Met MBO Objectives (45%)

Teaching evaluations: Fa. 4.65, 4.65 4.71; Su. 4.5, 4.35; Sp. 4.3 4.8.
Ongoing Marketing Lecture Series for extra credit in all classes - MKTG 3803, 3808, and 3810.
MKTG 3808 - use of social media and participatory research activities. MS Excel. Problems. Youtube videos and active learning activities such as focus groups, observational research etc.
MKTG 3803 - incorporated YouTube videos into lectures.
Supervised 1 internship and 1 Independent Research project.

Research - 45%
Met MBO objectives (45%)

2 papers accepted for publication - counted last year.
1 new article accepted at Journal of Business Research.
1 paper published in Center for Bus. & Ind. Mktg (in-house publication).
1 invited presentation at AMA 2011.
2 papers under review at Journals.
7 papers in progress.
Reviewed 4 papers.
2011-2012 RCOB Research Scholar award $5000.

Service - 10%
Exceeded MBO objectives (20%)

2 University Commitees - IRB and Technology Committee.
Faculty advisor for Marketing Club and Advertising Club - Speaker series with a speaker every Monday. AMA student convention in New Orleans.
3 Consulting Projects with Atlanta Falcons, Chick-fil-A, and Kimberly Clark.
RCOB faculty service award.
Overall Comments:

This assistant professor has demonstrated commitment to the classroom and his students and has improved his already high teaching evaluations over last year. He has spent time and effort developing his classes and has incorporated videos and active learning activities in all classes. The e-marketing class was redesigned this year to include social media marketing. He has met all expectations in teaching.

This assistant professor has 2 articles accepted for publication last year and one new article accepted this year. All are at premier journals in marketing. Two more articles are under review at a journal and seven research papers are in progress. He also gave one invited presentation at the AMA conference and reviewed four papers. He was the co-recipient of a RCOB research grant of $5000 for the second year. He is very much on-track with his research agenda. For this year he meets all objectives in teaching.

This assistant professor continues to put a great deal of time and effort in the marketing club and the speaker series. He has developed the membership and activities of the marketing club significantly, and the speaker series with one outside business speaker every week is an excellent addition to the RCOB and the marketing program. He has also worked on 3 consulting projects and served on 2 college committees. He received the faculty service award for 2010-2011. He has therefore exceeded MBO objectives in service.

Chair Evaluation:  
Goals | Evaluation
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Teaching | 45% | 45%
Research | 45% | 45%
Service | 10% | 20%

Total 100% 110%

Merit Recommendation:  
2011-2012 | Recommended | Recommended
Salary | Raise 2012-2013 Salary

Faculty signature and date (indicates review)