

MARKETING EDUCATION IN THE NEW NOW: DOING MORE WITH LESS

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Stephen Hartley, University of Denver

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Michol Maughn, Fort Hays State University; Gail Ball, Rio Grande University

Ludmilla Wells, Stuart Van Auken, Florida Gulf Coast University

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Over the past 30 years, tuition and fees at public four year schools has increased nearly fourfold even after being adjusted for inflation. In adjusted dollars it is four times more expensive to get a college degree today than it was in 1980 (The College Board, *Annual Survey of Colleges*; NCES). These tuition increases are necessary to cover the ever increasing costs incurred by Universities along with a reduction in state subsidies. State appropriations per full-time equivalent (FTE) student declined by 9% in constant dollars in 2008-09, and by another 6% in 2009-10, and by 4% in 2010-11. State funding per FTE student for higher education institutions was 23% lower in inflation-adjusted dollars in 2010-11 than it had been a decade earlier.

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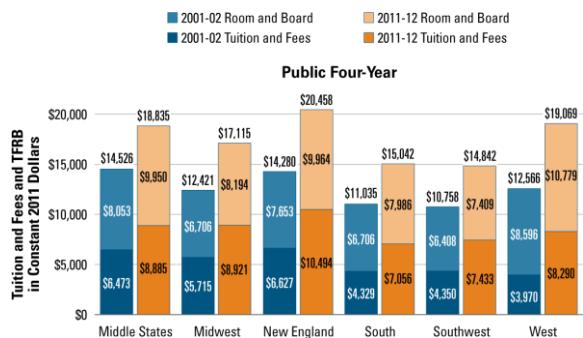
Universities are quickly pricing a college education out of reach for many potential students. The average annual cost for TFRB at western states, four year public schools was \$19,067 in 2011, up 52% in constant dollars in the past decade.

The new now for universities and business schools is the realization that this trend cannot continue. Universities must become more efficient suppliers of education. This will place pressure on departments of marketing and their faculty to “do more with less.”

This special session provided a forum to discuss ways to and serve more students with fewer resources, while improving the learning experience for students and increasing the effectiveness of instruction. Jack Schibrowsky and James Cross served as the moderators and discussed the ramifications of universities and colleges pursuing cost improvement programs (CIPs) versus quality improvement programs (QIPs). James Cross discusses ways to combine elective marketing classes

to reduce the number of courses that need to be programs. Stuart Van Auken uses his experience “deaning” Colleges of Businesses to discuss ways to serve more students with fewer resources. Micol Maughan and Gail Ball discuss ways to improve the learning experience for students and increase the effectiveness of instruction for large sections of courses.

Tuition Fees Room and Board in constant 2011 dollars for 2001-2 and 2011-2



Stuart Van Auken, Ludmilla Wells and Alexander Nill discuss ways to maintain and improve research productivity in resource challenged environments. Ludmilla Wells and Alexander Nill discuss ways to use “user paid” extracurricular activities and global learning opportunities to enhance learning experiences.

The new now will affect virtually every faculty member moving forward, but business schools (and marketing departments) are particularly susceptible to budget reductions since they have some of the highest paid faculty members at the university. This is great opportunity for all faculty members to learn how to adapt to reduced resources.