

CLAYTON STATE UNIVERSITY  
Professional Qualification Statement for Degree/Concentration/Certificate

Date:	11/4/09
College/School/Department:	School of Business
Degree/Concentration/Certificate:	BBA in Marketing and Minor in Marketing
Coordinator:	George Nakos
Coordinator Responsibilities:	Teach in the program, advise marketing students, and serve as Coordinator of the Marketing discipline. Administer the academic operations of the marketing program including scheduling and academic policies. Recruit students into the program. Coordinate development of curriculum for the Marketing major.
Degrees:	DBA in Marketing and International Business, United States International University, MBA University of Alabama at Birmingham
Experience:	Currently Dr. Nakos is Coordinator of the Marketing discipline. He has 13 years of university teaching experience at Clayton State University; service on curriculum committees both at School and University level (was Chair of both); writing proposals for new courses; design and implementation of the marketing major and minor and proposing the new international business minor at Clayton State University, responsible for coordinating curriculum change proposals and program proposals both at the undergraduate and graduate levels.
Certifications:	
Courses taught at CSU:	Global Business, Internship, Marketing Management, Principles of Marketing, Marketing Strategy, Retailing, Selected Topics in Marketing

Narrative Statement of Qualifications (to be completed by chair or dean):

1. What evidence exists that the coordinator has the qualifications and credentials for leadership in the development and review of the curriculum?

His academic qualifications as well as his many years of administration and academic work experiences qualify him for leadership and curriculum review. He has served as a Chair of the School's and University's CAPC and a member of the Assessment Committee. He has also worked on developing new programs such as the Professional MBA and developing new marketing courses. In addition, he has worked to revise the marketing major in the curriculum. He is an excellent mentor for faculty and students in the discipline and serves as a career advisor.

2. What evidence exists that the coordinator provides oversight for assessing the quality of the curriculum for the program and for ensuring that the curriculum and its delivery are educationally sound?

Dr. Nakos is working as a member of the Assessment Committee of the School to ensure high quality programs both at the undergraduate and graduate level. He is the compiler of the overall assessment plans for the School of Business. He is responsible for developing the Assurance of Learning outcomes for the Marketing Program and tying these into the curriculum of the BBA degree in a comprehensive way as well as coordinating the assessment plans of all the faculty in his discipline. In addition, George is active as a professional in the field and brings these contacts and knowledge to the business students through guest lecturers, speaker and events in the School. He has been awarded the Researcher of the

Year in the School of Business. He has been active on the Curriculum Committee and the MBA Steering Committee to review curriculum proposals and to assure learning outcomes for marketing skills and concepts. His group has developed the marketing test items to assess the core business skills on the internally grown comprehensive test for all business students. He has also served the School of Business on important committees such as the Faculty Council, the University Budget and Strategy Committee, Strategic Planning Committee, CAPC, Assessment, Promotion & Tenure Committee. He is active as a Program Chair and has served as a VP Officer for the Academy of International Business – Southeast Chapter.