

Addendum O: GC Journeys

Career Planning Milestones

CoB Students Graduating with All Career Planning Milestones Completed

| Year | Semester | Count | Percentage |
|------|----------|---------|------------|
| 2020 | Fall | 37/64 | 58% |
| 2020 | Spring | 82/254 | 32% |
| 2019 | Fall | 33/77 | 43% |
| 2019 | Spring | 128/304 | 42% |

Capstone

All BBA majors complete a capstone course, MGMT 4195–Strategic Management. Management Information Systems (CBIS 4140-Enterprise Performance Management Systems or CBIS 4214-Web Application Development or CBIS 4218-Advanced Networking) and Marketing (MKTG 4198-Strategic Marketing) have their own capstone classes so all these students complete a major capstone in addition to MGMT 4195.

Internships

For-Credit Internships Completed 2016-2021

| | FY17 | FY18 | FY19 | FY20 | FY21 | Total |
|--------------|------------|------------|------------|------------|------------|------------|
| ACCT/MACC | 35 | 28 | 47 | 43 | 40 | 193 |
| CS | 28 | 31 | 25 | 11 | 23 | 118 |
| ECON | 3 | 4 | 5 | 5 | 3 | 20 |
| MGMT | 21 | 27 | 32 | 22 | 7 | 109 |
| MKTG | 23 | 30 | 28 | 30 | 18 | 129 |
| MIS | 9 | 10 | 12 | 26 | 10 | 67 |
| MMIS | 3 | 3 | 2 | 2 | 1 | 11 |
| Total | 122 | 133 | 151 | 139 | 102 | 647 |

Community Engaged Learning

CBEL courses have only been tracked by the University since spring 2019. Three BBA courses are designated as Community Based Engaged Learning – BUAD 2172 – Business Ethics (when taught by El-Jourbagy or Orms in fall/spring), LENB 3135 – Legal Environment of Business (when taught by El-Jourbagy or Orms fall/spring), and MKTG 4198 – Strategic Marketing.

CBEL Spring 2019 – Spring 2021

| Course | Spg 19 | Fall 19 | Spg 20 | Fall 20 | Spg 21 | Total |
|--------------|------------|------------|------------|------------|------------|-------------|
| BUAD 2172 | 112 | 150 | 116 | 36 | 0 | 414 |
| LENB 3135 | 73 | 31 | 111 | 76 | 110 | 401 |
| MKTG 4198 | 80 | 17 | 78 | 17 | 76 | 268 |
| Total | 265 | 198 | 305 | 129 | 186 | 1083 |

Study Abroad

Study Abroad Countries and Participation FY17 – FY21

| Country | FY17 | FY18 | FY19 | FY20 | FY21* | Total |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|------------|
| Australia | 20 | 4 | 16 | 1 | 0 | 41 |
| Bahamas | | | | 2 | 3 | 5 |
| Belize | 2 | 1 | | | | 3 |
| Chile | 1 | 4 | 1 | 3 | | 9 |
| Czech Republic | | | 1 | 1 | | 2 |
| France | 1 | 3 | 2 | | 4 | 10 |
| France/Switzerland | | | 1 | | 8 | 9 |
| Germany | 1 | 1 | 1 | | | 3 |
| Greece/Italy | 4 | 4 | 3 | 2 | 4 | 17 |
| Hungary/Austria | 1 | | | | | 1 |
| Ireland | 1 | 1 | 1 | | | 3 |
| Italy | 2 | 5 | 8 | 5 | 2 | 22 |
| Multiple European Countries | | | 1 | | 12 | 13 |
| Multiple Unspecified Countries | 4 | 4 | 1 | 5 | 1 | 15 |
| Netherlands | | | | 12 | | 12 |
| New Zealand | 1 | | | | 1 | 2 |
| Panama* | | | | 11 | | 11 |
| Russia | | 1 | | | | 1 |
| Spain | 13 | 6 | 11 | 3 | 16 | 49 |
| Taiwan | | | 2 | | 5 | 7 |
| United Kingdom | 3 | 5 | 5 | 3 | | 16 |
| Total | 54 | 39 | 54 | 48 | 56 | 251 |
| FY is summer-fall-spring; Yellow highlight means a CoB faculty member led program | | | | | | |
| * These programs were cancelled due to COVID, & all FY21 programs were canceled so FY21 numbers are the number of students accepted before cancellation | | | | | | |

Undergraduate Research

Anna Butler and Jacquelyn Littleton (Mentor Dr. **Doreen Sams**) (2021) "Addressing Global Poverty and Hunger", NCUR.

Doreen Sams (Faculty Mentor/coauthor) for Undergraduate Researchers - Leslie (Fagan) Kennedy and Hadleigh Wilson, (2020) "Marketing Observations: Product Placement – Sporting Events," Extended Abstract and Posters Competition, *Marketing Management Association Conference*, Chicago, IL, Mar 25-27, 2020.

Doreen Sams (Faculty Mentor/coauthor) for Undergraduate Researchers – Mary Alice Barrington and Henry (Hank) Von Ruden, (2020) "Sugar Sweetened Drinks: A Marketing Placement Observational Study," Extended Abstract and Posters Competition, *Marketing Management Association Conference*, Chicago, IL, Mar 25-27, 2020.

Hannah Tyson, Carmen Joiner, and **Doreen Sams** (2019), "Marketing is More Than a Pretty Face: Brandings Contributions to Environmental Sustainability," *NCUR* (Apr), Kennesaw Georgia.

Sarah Baudin, Abigail Quick, Anna Moore, and **Doreen Sams** (2019) "Growing Career Options in the Wastewater Industry: Level of Awareness Among Faculty and Students" *NCUR* (Apr), Kennesaw Georgia.

Doreen Sams, Victoria Carver, Lisa Ouyang, Kayla Draffin, Sandra Schodowski, and Andrew Richardson (2016) "Where Does One Search for Medical Help and Information Search in the 21st Century?" *GURC Conference*, Nov 4-5, Milledgeville, Georgia.

Doreen Sams, Victoria Carver, Lisa Ouyang, Kayla Draffin, Sandra Schodowski, and Andrew Richardson (2016) "Where Does One Search for Medical Help and Information Search in the 21st Century?" *IntellectBase Conference*, Oct 14-15, Atlanta, Georgia. **Best Overall Conference Presentation.**

Doreen Sams, Carly O'Saben, Yannick Hass, Jason Lambert, Ashley Savarnsky, and Robin Lewis (2016) "Strategic Branding: Undergraduate Research Conferences," *GURC Conference*, Nov 4-5, 2016, Milledgeville, Georgia.

Doreen Sams, Carly O'Saben, Jason Lambert, Robin Lewis, Yannick Hass, and Ashley Savarnsky (2016) "Brand Positioning: New Regional Undergraduate Research Conference," *Atlantic Marketing Association Conference*, Sept 14-18, Charleston, South Carolina (additional contribution by Marilyn Corn and Morgan Coyner). **Best Paper in Marketing Strategy Track.**

Ryan Blumenthal, Leslie Bowker, Natalee Laye, Hope McDonald and **Doreen Sams** (2016) "FOG Awareness, Advertisement Effectiveness, and Intentions of Middle School Students: An Empirical Study," *National Council of Undergraduate Research* (NCUR) Apr.

Sean Grimes and **Doreen Sams** (2016) "Utility Dashboards: Understanding Student Interest," *National Council on Undergraduate Research* (NCUR) Apr.

Kat Sellers and **Joanna Schwartz** (2019) "How People are Different! Advertiser Targeting of Subcultural Characteristics," *AMA International Collegiate Conference*, Apr, New Orleans, LA. **Third Place!**

Matt Roessing, **Jehan Eljourbagy**, Hannah Hair, and Caitlyn Banks, (Forthcoming 2021) "Creating an Industrial Regulatory Framework to Reduce Plastics," *Berkeley Business Law Journal* (June).

Joshua Pitts, Justin Roush, **Brent Evans**, and Adam Hornby (2018), "Evidence of skill and strategy in daily fantasy basketball" *Journal of Gambling Studies*. A-journal on the ABDC list. Also presented at the *Southern Economics Association Annual Conference* and the *Academy of Economics and Finance Annual Conference* as well as COBRA.

Conaway, B., & Lee, K.*(2018). The age rating impact on consumer video game choices. *International Journal of Applied Economics*, 15(1), 23–41.

2020 Southern Economic Association Conference, New Orleans, LA/Virtual

- “Does Supplemental Instruction Affect Student Outcomes?” **Brooke Conaway, Chris Clark, Tyler Hooks***, Emerson Kleider*

2019 Academy of Economics and Finance Conference, St. Pete Beach, FL

- Does Alcohol Consumption Affect Friendship Outcomes? Keegan McCaster-Phipps
- Does Gentrification Affect Racial Concentration? Hannah Kagele
- Does Sexual Activity Affect Income? Anthony Hoelle
- Does Taking Anti-depressants Affect Income? Tyler Hooks
- Does National Football League Team Performance Affect Team Value? Paine Crowson
- Does a Baseball Player’s Country of Origin Impact their Salary? Jackson Sutko

2019 Georgia Academy of Economics and Finance Conference, Callaway Gardens, GA – Brooke Conway

- Does Teacher Autonomy Affect Teachers Per Capita? Jordan Ball

2020 Academy of Economics and Finance Conference, Atlanta, GA – Brooke Conway

- Do Changes in Revenue and Expenditures for Local Non-profits in Rural Georgia Affect Poverty Rates? Cameron Watts
- Does Religiosity affect Charitable Donations? William Giles
- Does Federal Reserve Bank President Turnover affect Economic Growth? Noah MacDonald
- Does Medicaid Spending affect Maternal Mortality Rates? Sarabeth Sutton
- Do Marijuana Laws affect the Consumption of Other Narcotics? Emma Petrick
- Does Race affect the Prescription of Painkillers? Nick Pallone
- Do Charter Schools affect Juvenile Crime Rates? Emerson Kleider
- Do Certificate of Need Programs affect Mortality Rates? Daniel Wornstaff

2021 Academy of Economics and Finance Conference, Virtual – Brooke Conway

- Do Changes in SNAP Eligibility Affect Food Insecurity? Kendyl Lewis
- Does Family Size Affect Individual Savings? Abigail Tong

CoB Funded Undergraduate Research Activity (2016-2021)

| Year | COPLAC | MURACE | GC Conference | GURC | NCUR | Summer Research | Total |
|------|--------|--------|---------------|------|------|-----------------|-------|
| 2021 | 1 | 0 | 9 | 0 | 4 | 1 | 15 |
| 2020 | 0 | 4 | 5 | 0 | 0 | 1 | 10 |
| 2019 | 0 | 5 | 15 | 0 | 2 | 1 | 23 |
| 2018 | 1 | 8 | 7 | 0 | 0 | 0 | 16 |
| 2017 | 0 | 3 | 27 | 0 | 0 | 0 | 30 |
| 2016 | 2 | 9 | 3 | N/A | 2 | 0 | 16 |