

Department of Marketing Records, 1980 – 1997

Overview

Repository: Clemson University Libraries
Special Collections
Clemson, SC

Series # 85

Title: Department of Marketing Records

Abstract: This series contains correspondence, minutes of meetings, and curriculum and course information.

Dates: 1980 – 1997

Quantity: 1.8 cubic feet

Scope and Content

This series contains correspondence, memoranda, minutes, schedules, and syllabi. The department heads and faculty of the Department of Marketing produced the records. This series spans the years 1980 through 1997.

Correspondence files comprise the bulk of the series. Major correspondents include department heads Gerald Waddle and Norman Kangun as well as deans Ryan Amacher and Jerry Trapnell and associate deans Jimmy Sheriff and Richard Thompson.

Other noteworthy subjects included in this series are department budgetary matters, research by members of the department, college and center proposals, files for individual members of the department and publications.

The files are arranged alphabetically first by subject then by their folder titles. The documents within each folder are arranged by date in descending order.

Administrative History

- 1981 – School of Industrial Management and Textile Sciences reorganized to form the College of Commerce and Industry
- 1982 – The Department of Marketing created within the College of Commerce and Industry
- 1983 – Marketing courses first appear as separate course listings in *University Announcements, 1983-1984*
- 1986 – May: The Department of Marketing received final approval from the Commission of Higher Education
- 1986 – August: Degree programs in Marketing initiated
- 1987 – Marketing degree and curriculum first listed in *University Announcements 1987-1988*

Marketing Department Heads/Chairs

- 1983-1987 Gerald L. Waddle
- 1987-1988 Richard Reese, Acting
- 1988-1989 Michael Stahl
- 1990-1994 Norman Kangun
- 1994-1995 Richard Reese, Acting
- 1996-2001 Richard Reese
- 2001-2002 Gregory M. Pickett, Interim Chair
- 2003- Gregory M. Pickett

Detailed Description

Box	Folder	Title
1	1	Accreditation – American Assembly of Collegiate Schools of Business, 1982 – 1983
	2	Alpha Mu Alpha, 1896 – 1992
	3	Annual Reports, 1985 – 1991
	4	Awards and Scholarships, 1985 – 1997
	5	Book Lists, Spring 1987 – Fall 1996
		Budget
	6	Amendments, 1990 – 1994
	7	Correspondence, 1990 – 1993
	8	Report Summaries, 1993 – 1997
	9	Status Reports (Detailed), 1995 – 1997
	10	Career Opportunities, 1985 – 1995
	11	Clemson Industrial Development and Entrepreneurial Center (CIDECE), 1986
	12	College of Commerce and Industry, Mission, Goals, Strategic Plan 1994, no date
	13	College Quality Council, 1995
		Colleges and Centers
	14	College of Business, Education, and Nursing, 1994
	15	College of Professional Studies, 1995
	16	Emerging Technology Development and Marketing Center, no date
	17	Engineering Innovation Center, 1989
	18	Technical/Marketing Analysis Center (TMAC), 1986
		Committees
	19	Departmental Committees List, no date
	20	SACS, 1991 – 1993
	21	Search Committee, 1983 – 1995
		Correspondence
	22	1982 – 1986
	23	1987 – 1989

	24	1990 – 1991
	25	1992 – 1997, no date to Faculty
	26	1982 – 1984
	27	1985 – 1987
	28	1988 – 1989
2	1	1990 – 1991
	2	1992 – 1993
	3	1994 – 1997
		Curriculum
	4	Added Courses, 1983 – 1996
	5	B. S. in Marketing, 1986 – 1992
	6	Committee, 1982 – 1989
	7	Course Options, 1986 – 1994
	8	Honors Program, 1986 – 1994
	9	Italy Program, 1992 – 1994
	10	MBA/Graduate Program, 1982 – 1994
	11	Minor in Marketing, 1982 – 1983
	12	Off Campus Course Offerings, 1987 – 1992
	13	Revisions, 1990 – 1991
	14	Developmental Staff, 1988
	15	Exit Surveys, 1993
	16	Facilities Planning Committee, 1989
	17	Faculty Bi-Laws, 1982 – 1991
	18	Service and Leave Accrual Faculty Individual Files
	19	Amacher, Ryan, 1983 – 1992
	20	Clodfelter, Greg, 1993 – 1994
	21	Gomes, Roger, 1986 – 1992
3	1	Kangun, Norman, 1989 – 1994
	2	LaForge, Mary, 1984 – 1986
	3	LaForge, Raymond, 1984 – 1985
	4	Reese, Richard, 1984 – 1996
	5	Jimmy Sheriff, 1988 – 1995
	6	Sparks, David L., 1983 – 1986
	7	Stahl, Michael J., 1987 – 1989
	8	Stone, Lewis, 1982 – 1986
	9	Thompson, Richard, 1984 – 1989
	10	Traphell, Jerry, 1990 – 1995
	11	Waddle, Gerald, 1982 – 1989
	12	Five Year Plans, 1983 – 1987
	13	Grade Distribution, 1989

- 14 Graduate and Work Study Students, 1983 – 1993
- 15 International Students, 1985 – 1992
- 16 Internships, 1983 – 1992
- 17 Key Distribution, 1989 – 1996
- 18 Library Committee, 1983 – 1995
- 19 Meeting Minutes Faculty, 1982 – 1997
- 20 Organizational Charts, 1986 – 1994
- 21 Personal Committee, 1982 – 1989
- 22 Phi Kappa Phi, 1987
- 23 Photo Roster, 1989
- 24 Policy and Procedures Concerning New Programs, South
Carolina Commission on Higher Education, 1980
- 25 Position Announcements at Clemson, 1982 – 1990

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Publications

- 1 Black Student Withdrawal Study, 1988
- 2 Brochures, no date
- 3 Publication Productivity Records, 1986
- 4 Research and Publication Activity of the Marketing
Faculty, 1988 – 1993
- 5 The Undergraduate Marketing Curriculum, 1980s
- 6 Registration and Orientation, 1982 – 1995
- 7 Reorganization, 1994
- Research
- 8 Funding, 1984 – 1995
- 9 Department of Marketing, no date
- 10 Partners for Economic Progress, 1986
- 11 Renovation Room 240, no date
- Schedules
- 12 1982 – 1988
- 13 1990 – 1997
- 14 Changes, 1983 – 1996
- 15 Compliance Reports, 1992 – 1995
- 16 Scheduling, 1982 – 1992
- 17 Scholarships and Awards Committee, 1987
- 18 Staff Individual Files Barnett, Carol, 1989
- 19 Student Evaluations, 1983 – 1992

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- 1 Surveys of Alumni, 1991 –
Syllabi
- 2 1984
- 3 1985
- 3 Spring
- 4 Fall
- 5 1986

- 6 1993
- 7 1995 Spring
- 8, 9 1996 Spring, Fall

Restricted Files

- 6 1 Affirmative Action Reports, Aug. 1986 – Aug. 1988
- 2 Budget Summer Session Budgets, 1982 – 1996
- Faculty Individual files
- 3 Carleson, Leslie, 1995 – 1996
- 4 Deal, Charles T., 1984
- 5 Deal, Pamela, 1981 – 1983
- 6 Dorsch, Michael A, 1993 – 1995
- 7 Duke, Charles R., 1989 – 1996
- 8 Heagy, Richard, 1986 – 1988
- 9 Herman, Pete, 1988 – 1991
- 10 Hobart, Rebecca, 1995 – 1996
- 11 Knowles, Patricia A., 1990 – 1992
- 12 Landry, Robert M., 1982 – 1984
- 13 Mc Bane, Donald, 1989 – 1996
- 14 Munsy, James A., 1987 – 1992
- 15 Pickett, Gregory M., 1991 – 1996
- 16 Rosenstein, Diana M., 1991 – 1992
- 17 Waddle, Gerald, 1984 – 1996

Additional Collection Information

Restrictions

There is one box of files concerning personnel matters that is restricted.

Preferred citation:

Cite as: Description and Date of item, Department of Marketing Records, Series 85, Special Collections, Clemson University Libraries, Clemson, SC.

Index Terms

Subjects:

Clemson University – College of Commerce and Industry
 Clemson University -- Marketing Department

Individuals:

Kangun, Norman
 Waddle, Gerald

Provenance

These records originated in the Department of Marketing. They were accessioned as 88-35, 94-130, 95-107, 96-48, 97-28, 00-43, 01-41, 02-136. Duplicates and material not scheduled for permanent retention were removed.

Processing Information

Anna M. Floyd processed this series as part of the History 893 Archives Practicum course in 2003. The finding aid was revised in 2004.