Program Outcomes Assessment

BS in Marketing

Created on: 01/20/2011 09:26:00 AM CST
Last Modified: 07/01/2015 02:48:47 PM CST
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## 2009-2010 Assessment Cycle

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## 2010-2011 Assessment Cycle

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## 2011-2012 Assessment Cycle

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<td>Action Plan</td>
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<td>Status Report</td>
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<tr>
<td>Assessment Findings</td>
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<td>Action Plan</td>
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<td>Status Report</td>
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## 2013-2014 Assessment Cycle

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<tbody>
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General Information (Program Outcomes Assessment)
Standing Requirements

Mission Statement

The marketing major is a four-year program that leads to the bachelor of science degree. Study combines required business and marketing courses with the opportunity to specialize in your area of marketing interest. Required marketing courses include study in buyer behavior, new product and pricing strategies, promotional strategy, marketing research, and channel management. In consultation with a faculty advisor, you also complete a marketing specialization that meets your personal and career objectives.

Outcomes Library

Marketing Outcomes a/o Fall 2013

1.0 Marketing Research.
The ability to demonstrate knowledge of the marketing research process, applied by collecting and analyzing market information.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Marketing research concepts and analytical skills.</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students are able to demonstrate a working knowledge of various concepts in marketing research and correct application of appropriate analytical skills.</td>
<td></td>
</tr>
<tr>
<td>1.2 Develop request for marketing research proposal.</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students are able to identify business problems or opportunities to develop measurable research problems relevant to decision making in marketing.</td>
<td></td>
</tr>
<tr>
<td>1.3 Develop measurement tools to collect marketing data.</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students are able to develop measurement tools to collect data related to marketing problems.</td>
<td></td>
</tr>
<tr>
<td>1.4 Analyze, interpret, and present research findings.</td>
<td>Foundational Studies: 10. Express themselves effectively, professionally, and persuasively both orally and in writing., IIIa. Quantitative Literacy</td>
</tr>
<tr>
<td>Students are able to analyze, interpret, and present research findings.</td>
<td></td>
</tr>
</tbody>
</table>

2.0 Buyer Behavior.
Students will be able to demonstrate an understanding of the impact of buyer behavior on the marketing function.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 External influences on buyer behavior.</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students will demonstrate an understanding and proper application of common terminology and concepts related to external influences on buyer behavior.</td>
<td></td>
</tr>
<tr>
<td>2.2 Internal influences on buyer behavior</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students will demonstrate an understanding and proper application of common terminology and concepts related to internal influences on buyer behavior.</td>
<td></td>
</tr>
</tbody>
</table>
2.3 Self-concept and lifestyle influences on buyer behavior.
Students will demonstrate an understanding and proper application of common terminology and concepts related to self-concept and lifestyle influences on buyer behavior.

3.0 Strategic Marketing Management.
The ability to demonstrate comprehension and application of strategic marketing management concepts and practices within business organizations

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Current strategic marketing management concepts.</td>
<td>No Mapping</td>
</tr>
<tr>
<td>Students will be able to demonstrate knowledge of current strategic marketing management concepts.</td>
<td></td>
</tr>
<tr>
<td>3.2 Applied marketing management problem solving.</td>
<td>Foundational Studies: 2. Critically evaluate the ideas of others.</td>
</tr>
<tr>
<td>Students will be able to solve marketing management problems by applying the appropriate decision-making processes, tools, and technology.</td>
<td></td>
</tr>
</tbody>
</table>

Previous Marketing Management Outcome Set

Curriculum Map

Active Curriculum Maps

Marketing Management Curriculum Map a/o Fall 2013 (See appendix)
Alignment Set: Marketing Outcomes a/o Fall 2013
Created: 10/23/2013 12:30:24 pm CST
Last Modified: 11/03/2013 6:06:45 am CST

Previous Marketing Management Curriculum Map (See appendix)
Alignment Set: Previous Marketing Management Outcome Set
Created: 01/20/2011 9:33:35 am CST
Last Modified: 11/03/2013 6:07:13 am CST

Communication of Outcomes

The marketing major learning goals will be communicated to constituents by the following methods. Learning goals will be:

1. Posted on the marketing website.
2. Included all MKTG Ncourse syllabi.
3. Included in any promotional materials for the major/program.
4. Shared with freshmen in BUS 100.
5. Shared with potential employers.
6. Communicated with majors each fall via email.
Archive (This area is to be used for archiving pre-TaskStream assessment data and for current documents.)

File Attachments:

1. Marketing (See appendix)
   Marketing Assessment Plan

2. Marketing Assessment1-8-10.pdf (See appendix)

3. Marketing AssessmentSept09.pdf (See appendix)
# 2009-2010 Assessment Cycle

## Assessment Plan

### Outcomes and Measures

#### Previous Marketing Management Outcome Set

**Objective 1: Competencies in Marketing Management**

Students will demonstrate various competencies in Marketing.

<table>
<thead>
<tr>
<th>Outcome MM1: Marketing Mix</th>
<th>Measure: Capsim Simulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct - Other</td>
</tr>
</tbody>
</table>

  **Details/Description:**

  **Target:**

  **Implementation Plan (timeline):**

  **Responsible Individual(s):**

<table>
<thead>
<tr>
<th>Outcome MM2: Knowledge/application of promotional concepts</th>
<th>Measure: Capsim Simulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct - Other</td>
</tr>
</tbody>
</table>

  **Details/Description:**

  **Target:**

  **Implementation Plan (timeline):**

  **Responsible Individual(s):**

<table>
<thead>
<tr>
<th>Outcome MM3: Buyer behavior</th>
<th>Measure: Capsim Simulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct - Other</td>
</tr>
</tbody>
</table>

  **Details/Description:**

  **Target:**

  **Implementation Plan (timeline):**

  **Responsible Individual(s):**

  **ETS Major Field Test**

  **Details/Description:**

  **Target:**

  **Implementation Plan (timeline):**

  **Responsible Individual(s):**
Understanding the impact of buyer behavior on the marketing function.

<table>
<thead>
<tr>
<th>Details/Description:</th>
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</thead>
<tbody>
<tr>
<td>Target:</td>
</tr>
<tr>
<td>Implementation Plan (timeline):</td>
</tr>
<tr>
<td>Responsible Individual(s):</td>
</tr>
</tbody>
</table>

**Measure:** ETS Major Field Test  
Direct - Exam

<table>
<thead>
<tr>
<th>Details/Description:</th>
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<tbody>
<tr>
<td>Target:</td>
</tr>
<tr>
<td>Implementation Plan (timeline):</td>
</tr>
<tr>
<td>Responsible Individual(s):</td>
</tr>
</tbody>
</table>

**Assessment Findings**

**Finding per Measure**

### Previous Marketing Management Outcome Set

**Objective 1: Competencies in Marketing Management**  
Students will demonstrate various competencies in Marketing.

**Outcome MM1: Marketing Mix**  
Knowledge of the core elements of the marketing mix: product, pricing, promotions, and placement.

**Measure:** Capsim Simulation  
Direct - Other

<table>
<thead>
<tr>
<th>Details/Description:</th>
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<tbody>
<tr>
<td>Target:</td>
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<td>Implementation Plan (timeline):</td>
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<tr>
<td>Responsible Individual(s):</td>
</tr>
</tbody>
</table>

**Findings** for Capsim Simulation

No Findings Added

**Measure:** ETS Major Field Test  
Direct - Exam

<table>
<thead>
<tr>
<th>Details/Description:</th>
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<tbody>
<tr>
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<td>Responsible Individual(s):</td>
</tr>
</tbody>
</table>

**Findings** for ETS Major Field Test

**Summary of Findings:** The results of the Major Fields test are generally positive: well over 50% of students are classified as Satisfactory or Superior, and fewer than 10% were judged as
Deficient in recent semester

**Results:** Target Achievement: Met

**Recommendations:**

**Reflections/Notes:** Discussion centered on a pattern in the data, in which relatively more students were Developing (and fewer Satisfactory) in Spring semesters as compared with Fall. The causes of this are not clear at present, but it is the case that Spring sections are typically larger than Fall. Adding a GA to assist in the Spring was suggested and discussed. It is also not clear at present whether overall scores could be best improved by more attention to functional basics or to integration skills.

**Substantiating Evidence:**

Marketing AssessmentSept09.pdf (Adobe Acrobat Document) (See appendix)

---

### Outcome MM2: Knowledge/application of promotional concepts

**Measure:** Capsim Simulation

- Direct - Other

**Details/Description:**

**Target:**

**Implementation Plan (timeline):**

**Responsible Individual(s):**

**Findings for Capsim Simulation**

No Findings Added

### Outcome MM3: Buyer behavior

**Measure:** Capsim Simulation

- Direct - Other

**Details/Description:**

**Target:**

**Implementation Plan (timeline):**

**Responsible Individual(s):**

**Findings for Capsim Simulation**

No Findings Added
### Measure: ETS Major Field Test
Direct - Exam

#### Details/Description:
- **Target:**
- **Implementation Plan (timeline):**
- **Responsible Individual(s):**

#### Findings for ETS Major Field Test

*No Findings Added*

### Overall Recommendations

*No text specified*

### Overall Reflection

*No text specified*
# Assessment Plan

## Outcomes and Measures

### Previous Marketing Management Outcome Set

#### Objective 1: Competencies in Marketing Management

**Students will demonstrate various competencies in Marketing.**

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<thead>
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<th>Outcome MM1: Marketing Mix</th>
<th>Measure:</th>
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<th>Target:</th>
<th>Implementation Plan (timeline):</th>
<th>Responsible Individual(s):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of the core elements of the marketing mix: product, pricing, promotions, and placement.</td>
<td>(None indicated)</td>
<td>Mktg 448—Marketing Strategy</td>
<td></td>
<td></td>
<td>Course instructor</td>
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</table>

<table>
<thead>
<tr>
<th>Outcome MM2: Knowledge/application of promotional concepts</th>
<th>Measure:</th>
<th>Details/Description:</th>
<th>Target:</th>
<th>Implementation Plan (timeline):</th>
<th>Responsible Individual(s):</th>
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<tbody>
<tr>
<td>Knowledge/application of promotional concepts as an element of marketing strategy.</td>
<td>(None indicated)</td>
<td>Mktg 334—Promotion</td>
<td></td>
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<td>Course instructor</td>
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</table>

<table>
<thead>
<tr>
<th>Outcome MM3: Buyer behavior</th>
<th>Measure:</th>
<th>Details/Description:</th>
<th>Target:</th>
<th>Implementation Plan (timeline):</th>
<th>Responsible Individual(s):</th>
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<tbody>
<tr>
<td>Understanding the impact of buyer behavior on the marketing function.</td>
<td>(None indicated)</td>
<td>Mktg 332—Buyer Behavior</td>
<td></td>
<td></td>
<td>Course instructor</td>
</tr>
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## Assessment Findings

### Finding per Measure

### Previous Marketing Management Outcome Set

#### Objective 1: Competencies in Marketing Management

**Students will demonstrate various competencies in Marketing.**
### Outcome MM1: Marketing Mix
Knowledge of the core elements of the marketing mix: product, pricing, promotions, and placement.

<table>
<thead>
<tr>
<th>Measure:</th>
<th>(None indicated)</th>
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<tbody>
<tr>
<td>Direct - Other</td>
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</table>

**Details/Description:** Mktg 448—Marketing Strategy  
**Target:**  
**Implementation Plan (timeline):**  
**Responsible Individual(s):** Course instructor

**Findings** for (None indicated)

No Findings Added

### Outcome MM2: Knowledge/application of promotional concepts
Knowledge/application of promotional concepts as an element of marketing strategy.

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**Details/Description:** Mktg 334—Promotion  
**Target:**  
**Implementation Plan (timeline):**  
**Responsible Individual(s):** Course instructor

**Findings** for (None indicated)

No Findings Added

### Outcome MM3: Buyer behavior
Understanding the impact of buyer behavior on the marketing function.

<table>
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<th>(None indicated)</th>
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<tbody>
<tr>
<td>Direct - Other</td>
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**Details/Description:** Mktg 332—Buyer Behavior  
**Target:**  
**Implementation Plan (timeline):**  
**Responsible Individual(s):** Course instructor

**Findings** for (None indicated)

No Findings Added

### Overall Recommendations
No text specified

### Overall Reflection
No text specified

### Action Plan

#### Actions
Previous Marketing Management Outcome Set

Objective 1: Competencies in Marketing Management
Students will demonstrate various competencies in Marketing.

Outcome MM1: Marketing Mix
Knowledge of the core elements of the marketing mix: product, pricing, promotions, and placement.

Action: Continuing Review of MFT Results

This Action is associated with the following Findings
Findings for (None indicated)
(Assessment Plan and Assessment Findings; 2011-2012 Assessment Cycle)

Summary of Findings: MFT, Fall 2011 & Spring 2012
Marketing students scored, on average, 62% correct on the marketing portion of the MFT

Action Details: This performance is somewhat below our expectations and is not up to the level we have observed in the past. We will watch the results and reassess next year to see if this level of performance continues with future cohorts.

Implementation Plan (timeline): This may not be a trend. Data will be collected again in the Fall of 2012 and Spring of 2013 and evaluated to see if this year’s performance was unusual.

Key/Responsible Personnel: Dale Varble, Concetta DePaolo

Measure:

Resource Allocations: None

Priority: Medium

Outcome MM4: Integration of marketing concepts
Integration of marketing concepts with company strategy and other business functions.

No actions specified

Status Report

Action Statuses

Previous Marketing Management Outcome Set

Objective 1: Competencies in Marketing Management
Students will demonstrate various competencies in Marketing.

Outcome MM1: Marketing Mix
Knowledge of the core elements of the marketing mix: product, pricing, promotions, and placement.

Action: Continuing Review of MFT Results

Action Details: This performance is somewhat below our expectations and is not up to the level we have observed in the past. We will watch the results and reassess next year to see if this level of performance continues with future cohorts.

Implementation Plan (timeline): This may not be a trend. Data will be collected again in the Fall of 2012 and Spring of 2013 and evaluated to see if this year’s performance was unusual.

Key/Responsible Personnel: Dale Varble, Concetta DePaolo
**Measures:**

**Resource Allocations:** None

**Priority:** Medium

---

**Status** for Continuing Review of MFT Results

No Status Added

---

**Outcome MM4: Integration of marketing concepts**

Integration of marketing concepts with company strategy and other business functions.

---

**Status Summary**

No text specified

---

**Summary of Next Steps**

No text specified
2011-2012 Assessment Cycle

Assessment Plan

Outcomes and Measures

Previous Marketing Management Outcome Set

Objective 1: Competencies in Marketing Management
Students will demonstrate various competencies in Marketing.

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<th>Outcome MM1: Marketing Mix</th>
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<tr>
<td>Knowledge of the core elements of the marketing mix: product, pricing, promotions, and placement.</td>
</tr>
<tr>
<td><strong>Measure:</strong> (None indicated)</td>
</tr>
<tr>
<td>Direct - Other</td>
</tr>
<tr>
<td><strong>Details/Description:</strong> Mktg 448—Marketing Strategy Major Fields Test in Business, Marketing Section</td>
</tr>
<tr>
<td><strong>Target:</strong> Students will score at least 70% correct on the Marketing Portion of the MFT.</td>
</tr>
<tr>
<td><strong>Implementation Plan (timeline):</strong> Spring 2012, Spring 2014, Spring 2016</td>
</tr>
<tr>
<td><strong>Responsible Individual(s):</strong> Course instructor</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outcome MM3: Buyer behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding the impact of buyer behavior on the marketing function.</td>
</tr>
<tr>
<td><strong>Measure:</strong> (None indicated)</td>
</tr>
<tr>
<td>Direct - Other</td>
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<td><strong>Details/Description:</strong> Mktg 448—Marketing Strategy Major Fields Test in Business, Marketing Section</td>
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<tr>
<td><strong>Responsible Individual(s):</strong> Course instructor</td>
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Assessment Findings

Finding per Measure

Previous Marketing Management Outcome Set

Objective 1: Competencies in Marketing Management
Students will demonstrate various competencies in Marketing.

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<th>Outcome MM1: Marketing Mix</th>
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<td>Knowledge of the core elements of the marketing mix: product, pricing, promotions, and placement.</td>
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</tr>
<tr>
<td><strong>Responsible Individual(s):</strong> Course instructor</td>
</tr>
</tbody>
</table>
**Findings for (None indicated)**

**Summary of Findings:** MFT, Fall 2011 & Spring 2012
Marketing students scored, on average, 62% correct on the marketing portion of the MFT

**Results:** Target Achievement: Not Met

**Recommendations:** This is somewhat below our expectations and is not up to the level we have observed in the past. We will watch the results and reassess next year to see if this level of performance continues with future cohorts.

**Reflections/Notes:** This may not be a trend. Data will be collected again and evaluated to see if this year's performance was unusual.

**Substantiating Evidence:**
- MFT Summary Results (Excel Workbook (Open XML)) (See appendix)

**These Findings are associated with the following Actions:**

**Continuing Review of MFT Results**
(Action Plan; 2010-2011 Assessment Cycle)

---

**Outcome MM3: Buyer behavior**
Understanding the impact of buyer behavior on the marketing function.

**Measure:** (None indicated)
Direct - Other

**Details/Description:** Mktg 448—Marketing Strategy
Major Fields Test in Business, Marketing Section

**Target:** Students will score at least 70% correct on the Marketing Portion of the MFT.

**Implementation Plan (timeline):** Spring 2012, Spring 2014, Spring 2016

**Responsible Individual(s):** Course instructor

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**Findings for (None indicated)**

**Summary of Findings:** MFT, Fall 2011 & Spring 2012
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**Substantiating Evidence:**
- MFT Summary Results (Excel Workbook (Open XML)) (See appendix)

---

**Overall Recommendations**

*No text specified*

---

**Overall Reflection**

*No text specified*
Action Plan

Actions

Previous Marketing Management Outcome Set

Objective 1: Competencies in Marketing Management
Students will demonstrate various competencies in Marketing.

Outcome MM1: Marketing Mix
Knowledge of the core elements of the marketing mix: product, pricing, promotions, and placement.

**Action:** Continuing Review of MFT Results

**This Action is associated with the following Findings**
No supporting Findings have been linked to this Action.

**Action Details:** This performance is somewhat below our expectations and is not up to the level we have observed in the past. We will watch the results and reassess next year to see if this level of performance continues with future cohorts.

**Implementation Plan (timeline):** This may not be a trend. Data will be collected again in the Fall of 2012 and Spring of 2013 and evaluated to see if this year’s performance was unusual.

**Key/Responsible Personnel:** Dale Varble, Concetta DePaolo

**Measures:**

**Resource Allocations:** None

**Priority:** Medium

Outcome MM4: Integration of marketing concepts
Integration of marketing concepts with company strategy and other business functions.

**Action:** Continuing Review of MFT Results

**This Action is associated with the following Findings**
No supporting Findings have been linked to this Action.

**Action Details:** This performance is somewhat below our expectations and is not up to the level we have observed in the past. We will watch the results and reassess next year to see if this level of performance continues with future cohorts.

**Implementation Plan (timeline):** This may not be a trend. Data will be collected again in the Fall of 2012 and Spring of 2013 and evaluated to see if this year’s performance was unusual.

**Key/Responsible Personnel:** Dale Varble, Concetta DePaolo

**Measures:**

**Resource Allocations:** None

**Priority:** Medium

Status Report

Action Statuses

Previous Marketing Management Outcome Set

Objective 1: Competencies in Marketing Management
Outcome MM1: Marketing Mix
Knowledge of the core elements of the marketing mix: product, pricing, promotions, and placement.

Action: Continuing Review of MFT Results

Action Details: This performance is somewhat below our expectations and is not up to the level we have observed in the past. We will watch the results and reassess next year to see if this level of performance continues with future cohorts.

Implementation Plan (timeline): This may not be a trend. Data will be collected again in the Fall of 2012 and Spring of 2013 and evaluated to see if this year’s performance was unusual.

Key/Responsible Personnel: Dale Varble, Concetta DePaolo

Measures:

Resource Allocations: None

Priority: Medium

Status for Continuing Review of MFT Results

No Status Added

Outcome MM4: Integration of marketing concepts
Integration of marketing concepts with company strategy and other business functions.

Action: Continuing Review of MFT Results

Action Details: This performance is somewhat below our expectations and is not up to the level we have observed in the past. We will watch the results and reassess next year to see if this level of performance continues with future cohorts.

Implementation Plan (timeline): This may not be a trend. Data will be collected again in the Fall of 2012 and Spring of 2013 and evaluated to see if this year’s performance was unusual.

Key/Responsible Personnel: Dale Varble, Concetta DePaolo

Measures:

Resource Allocations: None

Priority: Medium

Status for Continuing Review of MFT Results

No Status Added

Status Summary

No text specified

Summary of Next Steps

No text specified
## 2012-2013 Assessment Cycle

### Assessment Plan

#### Outcomes and Measures

#### Previous Marketing Management Outcome Set

**Objective 1: Competencies in Marketing Management**

Students will demonstrate various competencies in Marketing.

<table>
<thead>
<tr>
<th>Outcome MM1: Marketing Mix</th>
<th>Measure: ETS Majors Field Test</th>
<th>Direct - Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of the core elements of the marketing mix: product, pricing, promotions, and placement.</td>
<td>Details/Description: The ETS Majors Field Test will be administered in MKTG 448. This exam provides a nationally benchmarked performance indicator.</td>
<td>Target: Students will perform at or above the 50th percentile which translates as above average (third quartile) achievement.</td>
</tr>
<tr>
<td></td>
<td>Implementation Plan (timeline): Spring 2013</td>
<td>Responsible Individual(s): MKTG 448 instructor</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outcome MM3: Buyer behavior</th>
<th>Measure: Exam Questions</th>
<th>Direct - Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding the impact of buyer behavior on the marketing function.</td>
<td>Details/Description: Supplemental multiple-choice exam questions developed by marketing faculty and administered to students at the same time as the ETS Majors Field Test in MKTG 448.</td>
<td>Target: 60% of the students will perform at the 60% achievement level.</td>
</tr>
<tr>
<td></td>
<td>Implementation Plan (timeline): Spring 2013</td>
<td>Responsible Individual(s): Dr. Sweetin</td>
</tr>
</tbody>
</table>

### Assessment Findings

#### Finding per Measure

#### Previous Marketing Management Outcome Set

**Objective 1: Competencies in Marketing Management**

Students will demonstrate various competencies in Marketing.

<table>
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<td>Implementation Plan (timeline): Spring 2013</td>
<td></td>
</tr>
</tbody>
</table>
**Responsible Individual(s):** MKTG 448 instructor

**Findings for ETS Majors Field Test**

**Summary of Findings:** Students in MKTG 448: Marketing Management were required to take the Majors Field Test (MFT) during the Spring 2013 semester. On the assessment date, 34 students were present to take the test. The applicable results are in the attached spreadsheet file in the worksheet labeled MFT Scores by Subject.

The data on this sheet breaks out student results on the MFT by subject matter. Assessment Indicator 6: Marketing is the relevant result. Students scored an average of 54% on these questions. The target achievement level in the plan was 50%. Since the assessment results exceeded the target achievement level, no corrective action was taken. The 50th percentile target achievement translates to above average (third quartile) achievement on the marketing portion within the national pool of business majors at other universities who have taken the test.

**Results:** Target Achievement: Met

**Recommendations:** Results indicate targets were met. Students performed above the 50th percentile.

**Reflections/Notes:**

**Substantiating Evidence:**

M1 - Majors Field Test - Spring 2013 (Excel Workbook (Open XML)) (See appendix)
Contains ETS Summary and achievement by subject

---

**Outcome MM3: Buyer behavior**

*Understanding the impact of buyer behavior on the marketing function.*

**Measure: Exam Questions**

Direct - Exam

**Details/Description:** Supplemental multiple-choice exam questions developed by marketing faculty and administered to students at the same time as the ETS Majors Field Test in MKTG 448.

**Target:** 60% of the students will perform at the 60% achievement level.

**Implementation Plan (timeline):** Spring 2013

**Responsible Individual(s):** Dr. Sweetin

**Findings for Exam Questions**

**Summary of Findings:** To assess this learning goal, a set of 10 questions specific to the topic of Consumer Behavior was developed by Dr. Sweetin (attached). This assessment was also made in MKTG 448 during the Spring 2013 semester. On the date of this assessment, 27 students were present and completed the assessment instrument. Of the 27 students completing the exam questions, 18 students (67%) earned a score of 60% (6 points) or better. As a result the targets for outcome MM3 were met.

Examination of results by question show two specific areas of concern: questions 5 and 6. Only one student answered question 5 correctly, and 25 of the remaining 26 students selected the same incorrect answer. Review of the question led to the conclusion that it may be considered a "tricky" question. The incorrect answer chosen by 25 of the 27 students is understandable. The question reads "Which outcome of marketing strategy produces the revenue necessary for the firm to continue in business?". The correct answer is "a. Customer satisfaction," which is what drives the generation of revenue. Most students chose "e. Sales and profits," which is actually a measure of revenue, not a generator of revenue. Faculty concluded the question was not clear enough in what was being asked, and decided the question would be rewritten or replaced in the next assessment cycle.

On question 6, only 7 of the 27 or 25.93% of the students chose the correct answer. The question reads "Which of the following statements is FALSE regarding Americans' environment-oriented values?". The correct answer is "b. Americans traditionally have not been very receptive to change." Unlike question 5, there was a wide distribution of incorrect answers chosen here indicating a lack of retention on the part of the students.

**Results:** Target Achievement: Met
Recommendations: Of the 27 students completing the exam questions, 18 students (67%) earned a score of 60% (6 points) or better. As a result, the targets for outcome MM3 were met. However, faculty have reviewed lesson plans in this area and plan on increased discussion dedicated to the American market and environmental issues.

Reflections/Notes:
Substantiating Evidence:
- MM3 Exam Questions (Word Document (Open XML)) (See appendix)
- MM3 results Spring 2013 (Excel Workbook (Open XML)) (See appendix)

These Findings are associated with the following Actions:

MM3 Action Plan
(Action Plan; 2012-2013 Assessment Cycle)

Overall Recommendations

In terms of MM3, faculty have reviewed lesson plans in this area and plan on increased discussion dedicated to the American market and environmental issues. Faculty also plan to revisit the outcomes currently identified and expand measures in order to have more meaningful feedback.

Overall Reflection

Faculty discussed concerns regarding the current measures used for assessment. MM1-MM4 seem to reflect broad learning goals. Outcomes for each broad goal might better serve the program. Faculty plan to address this reflection early during the Fall 2013 semester.

Action Plan

Actions

Previous Marketing Management Outcome Set

Objective 1: Competencies in Marketing Management
Students will demonstrate various competencies in Marketing.

Outcome MM3: Buyer behavior
Understanding the impact of buyer behavior on the marketing function.

Action: MM3 Action Plan

This Action is associated with the following Findings

Findings for Exam Questions
(Asessment Plan and Assessment Findings; 2012-2013 Assessment Cycle)

Summary of Findings: To assess this learning goal, a set of 10 questions specific to the topic of Consumer Behavior was developed by Dr. Sweetin (attached). This assessment was also made in MKTG 448 during the Spring 2013 semester. On the date of this assessment, 27 students were present and completed the assessment instrument. Of the 27 students completing the exam questions, 18 students (67%) earned a score of 60% (6 points) or better. As a result, the targets for outcome MM3 were met.

Examination of results by question show two specific areas of concern: questions 5 and 6. Only one student answered question 5 correctly, and 25 of the remaining 26 students selected the same incorrect answer. Review of the question led to the conclusion that it may be considered a “tricky” question. The incorrect answer chosen by 25 of the 27 students is understandable. The question reads “Which outcome of marketing strategy produces the revenue necessary for the firm to continue in business?” The correct answer is “a. Customer satisfaction,” which is what drives the generation of revenue. Most students chose “e. Sales and profits,” which is actually a measure of revenue, not a generator of revenue. Faculty concluded the question was not clear enough in what was being asked, and decided the question would be rewritten or replaced in the next assessment cycle.
On question 6, only 7 of the 27 or 25.93% of the students chose the correct answer. The question reads "Which of the following statements is FALSE regarding Americans’ environment-oriented values?". The correct answer is "b. Americans traditionally have not been very receptive to change." Unlike question 5, there was a wide distribution of incorrect answers chosen here indicating a lack of retention on the part of the students.

**Action Details:** While targets were met for MM3, upon review, the marketing faculty determined that MM3 is more appropriate as a broad learning goal. Specific outcomes and measures within the buyer behavior broad goal will be determined

**Implementation Plan (timeline):** Outcomes developed Fall 2013 with assessment data gathered Fall 2014 in MKTG 448.

**Key/Responsible Personnel:** Dr. Sweetin or course instructor

**Measures:** Exam questions

**Resource Allocations:**

**Priority:** Medium

---

**Status Report**

**Action Statuses**

**Previous Marketing Management Outcome Set**

**Objective 1: Competencies in Marketing Management**

Students will demonstrate various competencies in Marketing.

**Outcome MM3: Buyer behavior**

Understanding the impact of buyer behavior on the marketing function.

**Action:** MM3 Action Plan

**Action Details:** While targets were met for MM3, upon review, the marketing faculty determined that MM3 is more appropriate as a broad learning goal. Specific outcomes and measures within the buyer behavior broad goal will be determined

**Implementation Plan (timeline):** Outcomes developed Fall 2013 with assessment data gathered Fall 2014 in MKTG 448.

**Key/Responsible Personnel:** Dr. Sweetin or course instructor

**Measures:** Exam questions

**Resource Allocations:**

**Priority:** Medium

**Status for MM3 Action Plan**

**Current Status:** Completed

**Resource Allocation(s) Status:**

**Next Steps/Additional Information:** MM3 was split into three specific outcomes relevant to demonstrating understanding the impact of buyer behavior. The outcomes are scheduled to be assessed during the Fall 2014 semester.
Status Summary

The Learning Goals and outcomes for the Marketing major were revised during Sept. and Oct. of 2013. Three goals were applicable to the block of required courses for the marketing major (marketing research, buyer behavior, and strategic marketing management). Within these goals, a total of 9 outcomes were developed. The four marketing research outcomes will be assessed during Fall of 2013.

Summary of Next Steps

During Fall 2013, the following marketing research outcomes will be assessed: 1.1, 1.2, 1.3, and 1.4. Exam questions and course projects will be the measures used to judge achievement in MKTG 338.
# 2013-2014 Assessment Cycle

## Assessment Plan

### Outcomes and Measures

### Marketing Outcomes a/o Fall 2013

#### 1.0 Marketing Research.
The ability to demonstrate knowledge of the marketing research process, applied by collecting and analyzing market information.

| 1.1 Marketing research concepts and analytical skills. | **Measure:** Exam Questions  
Direct - Exam |
|---|---|
| Details/Description: Exam questions in MKTG 338 measuring retention of marketing research concepts and analytical skills.  
Target: A score of 70% or better by at least 75% of students  
Implementation Plan (timeline): Fall 2013, Fall 2015  
Responsible Individual(s): Sandeep Bhowmick or course instructor |

| 1.2 Develop request for marketing research proposal. | **Measure:** Course project – phase 1  
Direct - Other |
|---|---|
| Details/Description: In MKTG 338, students working in groups complete a semester project on applied marketing research. Groups submit an interim project report-1 that develops a RFP (request for research proposal) identifying and describing specific research problems, available resources, and timeline for conducting the research project.  
Target: A score of 70% or better by at least 75% of students  
Implementation Plan (timeline): Fall 2013, Fall 2015  
Responsible Individual(s): Sandeep Bhowmick or course instructor |

| 1.3 Develop measurement tools to collect marketing data. | **Measure:** Course project – phase 2  
Direct - Other |
|---|---|
| Details/Description: In MKTG 338, each group submits an interim project report-2, containing actual survey questions and a critical reflection analyzing the relevance and accuracy of the measurement tool.  
Target: A score of 70% or better by at least 75% of students  
Implementation Plan (timeline): Fall 2013, Fall 2015  
Responsible Individual(s): Sandeep Bhowmick or course instructor |

| 1.4 Analyze, interpret, and present research findings. | **Measure:** Final project report  
Direct - Other |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Details/Description: For the final project report in MKTG 338, each group analyzes and interprets collected data using appropriate statistical methods. Results are presented in both oral and written formats.</td>
<td></td>
</tr>
</tbody>
</table>
**Target:** A score of 75% or better by at least 75% of students  
**Implementation Plan (timeline):** Fall 2013, Fall 2015  
**Responsible Individual(s):** Sandeep Bhowmick or course instructor

---

### Assessment Findings

#### Finding per Measure

<table>
<thead>
<tr>
<th>Marketing Outcomes a/o Fall 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0 Marketing Research.</strong></td>
</tr>
<tr>
<td>The ability to demonstrate knowledge of the marketing research process, applied by collecting and analyzing market information.</td>
</tr>
</tbody>
</table>

**1.1 Marketing research concepts and analytical skills.**

Students are able to demonstrate a working knowledge of various concepts in marketing research and correct application of appropriate analytical skills.

**Measure:** Exam Questions  
**Details/Description:** Exam questions in MKTG 338 measuring retention of marketing research concepts and analytical skills.  
**Target:** A score of 70% or better by at least 75% of students  
**Implementation Plan (timeline):** Fall 2013, Fall 2015  
**Responsible Individual(s):** Sandeep Bhowmick or course instructor

**Findings for Exam Questions**

**Summary of Findings:** Students cover various topics in marketing research including developing research problems, survey design, data analysis and presenting research findings. For the in-class section (001), there were five exams for 20 points and a final for 50 points. In the online section (008), there were five exams for 20 points, a final for 100 points, and the project consisted of 10, 10, and 50 points respectively for different phases.

Twelve students completed the in-class assessments while 13 completed in the online section. For regular in-class section, the average of all exams show 84.72% of students satisfied the outcome criteria of achieving at least 70%. For the online class sections, the average of all exams shows 78.21 met target.  
**Results:** Target Achievement: Exceeded  
**Recommendations:** Based on the exam results in MKTG 338, the target achievement level of 70 was met by at least 75 or more of the students. Instruction and performance for this outcome is satisfactory.  
**Reflections/Notes:** Future results should be analyzed per concept in order to determine where specific deficiencies might exist.  
**Substantiating Evidence:**  
- Outcome 1.2 results MKTG 338 Fall 2013 (Microsoft Excel) (See appendix)  
- Data and analysis

**1.2 Develop request for marketing research proposal.**

Students are able to identify business problems or opportunities to develop measurable research problems relevant to decision making in marketing.

**Measure:** Course project – phase 1  
**Details/Description:** In MKTG 338, students working in groups complete a semester project on applied marketing research. Groups submit an interim project report-1 that develops a RFP (request for research proposal) identifying and describing specific research problems, available resources, and timeline for conducting the research project.  
**Target:** A score of 70% or better by at least 75% of students
**Implementation Plan (timeline):** Fall 2013, Fall 2015

**Responsible Individual(s):** Sandeep Bhowmick or course instructor

---

**Findings for Course project – phase 1**

**Summary of Findings:** Students cover various topics in marketing research including developing research problems, survey design, data analysis and presenting research findings. For the in-class section (001), the course project consisted of three parts: phase 1 (20 points), phase 2 (20 points), and a final report for 70 points. In the online section (008), the project consisted of 10, 10, and 50 points respectively for different phases. Twelve students completed the in-class assessments while 13 completed in the online section. Phase 1 of the project involved the skills embodied in Outcome 1.2. All students exceeded the target achievement level of 75%.

**Results:** Target Achievement: Exceeded

**Recommendations:** For both the in-class and online sections 100% of the students exceeded the target achievement level of 70% for each of the project components. As a result, instruction and performance for this outcome appears to be satisfactory.

**Reflections/Notes:**

**Substantiating Evidence:**

- Outcome 1.2 Results MKTG 338 Fall 2013 (Microsoft Excel) (See appendix)
- Data and analysis

---

### 1.3 Develop measurement tools to collect marketing data.

Students are able to develop measurement tools to collect data related to marketing problems.

---

**Measure: Course project – phase 2**

**Direct - Other**

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**Details/Description:** In MKTG 338, each group submits an interim project report-2, containing actual survey questions and a critical reflection analyzing the relevance and accuracy of the measurement tool.

**Target:** A score of 70% or better by at least 75% of students

**Implementation Plan (timeline):** Fall 2013, Fall 2015

**Responsible Individual(s):** Sandeep Bhowmick or course instructor

---

**Findings for Course project – phase 2**

**Summary of Findings:** Students cover various topics in marketing research including developing research problems, survey design, data analysis and presenting research findings. For the in-class section (001), the course project consisted of three parts: phase 1 (20 points), phase 2 (20 points), and a final report for 70 points. In the online section (008), the project consisted of 10, 10, and 50 points respectively for different phases. Twelve students completed the in-class assessments while 13 completed in the online section. Phase 2 of the project involved the skills embodied in Outcome 1.3. All students exceeded the target achievement level of 75%.

**Results:** Target Achievement: Exceeded

**Recommendations:** For both the in-class and online sections 100% of the students exceeded the target achievement level of 70% for each of the project components. As a result instruction and student performance for this outcome appears to be satisfactory.

**Reflections/Notes:**

**Substantiating Evidence:**

- Outcome 1.3 findings MKTG 338 Fall 2013 (Microsoft Excel) (See appendix)
- Data and analysis
1.4 Analyze, interpret, and present research findings.

Measure: Final project report
Direct - Other

Details/Description: For the final project report in MKTG 338, each group analyzes and interprets collected data using appropriate statistical methods. Results are presented in both oral and written formats.

Target: A score of 75% or better by at least 75% of students

Implementation Plan (timeline): Fall 2013, Fall 2015

Responsible Individual(s): Sandeep Bhowmick or course instructor

Findings for Final project report

Summary of Findings: Students cover various topics in marketing research including developing research problems, survey design, data analysis and presenting research findings. For the in-class section (001), the course project consisted of three parts: phase 1 (20 points), phase 2 (20 points), and a final report for 70 points. In the online section (008), the project consisted of 10, 10, and 50 points respectively for different phases. Twelve students completed the in-class assessments while 13 completed the online section. The final report part of the project involved the skills embodied in Outcome 1.3. All students exceeded the target achievement level of 75%.

Results: Target Achievement: Exceeded

Recommendations: For both the in-class and online sections 100% of the students exceeded the target achievement level of 75% for each of the project components. As a result, instruction and student performance for this outcome appears to be satisfactory.

Reflections/Notes:

Substantiating Evidence:

Outcome 1.4 Findings MKTG 338 Fall 2013 (Microsoft Excel) (See appendix)
Data and analysis

Overall Recommendations

No text specified

Overall Reflection

No text specified

Action Plan

Actions

Marketing Outcomes a/o Fall 2013

1.0 Marketing Research.
The ability to demonstrate knowledge of the marketing research process, applied by collecting and analyzing market information.

1.1 Marketing research concepts and analytical skills.

Action: No Action Required for Outcomes 1.1 to 1.4

This Action is associated with the following Findings
Status Report

Action Statuses

Marketing Outcomes a/o Fall 2013

1.0 Marketing Research.
The ability to demonstrate knowledge of the marketing research process, applied by collecting and analyzing market information.

1.1 Marketing research concepts and analytical skills.
Students are able to demonstrate a working knowledge of various concepts in marketing research and correct application of appropriate analytical skills.

Action: No Action Required for Outcomes 1.1 to 1.4

Action Details: All targets were met for exceeded for Outcomes 1.1 through 1.4 assessed during AY 2013/2014. In other words, 100% of the students met or exceeded the target achievement level of 70. Therefore, instruction for these outcomes appears to be satisfactory.

Implementation Plan (timeline): The next time these outcomes will be assessed is Fall 2015.

Key/Responsible Personnel: Sandeep Bhowmick or course instructor

Measures: Exams and course project

Resource Allocations:

Priority: Low

Status for No Action Required for Outcomes 1.1 to 1.4

Current Status: Completed

Resource Allocation(s) Status:

Next Steps/Additional Information: Targets were met. The next time this outcome is scheduled to be assessed is Fall 2015.

Status Summary

During AY 2013/2014 the Marketing program revised its set of outcomes, curriculum map, and implementation plan. Outcomes 1.1 through 1.4 associated with students’ ability to demonstrate knowledge of the marketing research process (applied by collecting and analyzing market information) were assessed. Measures included exams and a
course project. For all measures the targets in terms of number of students and performance were met or exceeded.

**Summary of Next Steps**

During AY 2014/2015, Outcomes 2.1, 2.2, and 2.3 are scheduled to be assessed in MKTG 332 during Fall 2014. Outcomes 3.1 and 3.2 are scheduled to be assessed in MKTG 448 during Spring 2015.
## 2014-2015 Assessment Cycle

### Assessment Plan

#### Outcomes and Measures

### Marketing Outcomes a/o Fall 2013

#### 2.0 Buyer Behavior.
Students will be able to demonstrate an understanding of the impact of buyer behavior on the marketing function.

| 2.1 External influences on buyer behavior. | **Measure:** Exam Questions MKTG 332  
Direct - Exam |
|------------------------------------------|--------------------------------------------------|
| Students will demonstrate an understanding and proper application of common terminology and concepts related to external influences on buyer behavior. | **Details/Description:** Terminology questions on exams completed in MKTG 332.  
**Target:** A score of 70% or better will be achieved by at least 75% of the students.  
**Implementation Plan (timeline):** Fall 2014, Fall 2016  
**Responsible Individual(s):** Vernon Sweetin or course instructors |

| 2.2 Internal influences on buyer behavior | **Measure:** Exam questions MKTG 332  
Direct - Exam |
|------------------------------------------|--------------------------------------------------|
| Students will demonstrate an understanding and proper application of common terminology and concepts related to internal influences on buyer behavior. | **Details/Description:** Terminology questions on exams in MKTG 332.  
**Target:** A score of 70% or better will be achieved by at least 75% of the students.  
**Implementation Plan (timeline):** Fall 2014, Fall 2016  
**Responsible Individual(s):** Vernon Sweetin or course instructors |

| 2.3 Self-concept and lifestyle influences on buyer behavior. | **Measure:** Exam questions in MKTG 332  
Direct - Exam |
|------------------------------------------------------------|--------------------------------------------------|
| Students will demonstrate an understanding and proper application of common terminology and concepts related to self-concept and lifestyle influences on buyer behavior. | **Details/Description:** Terminology questions on exams in MKTG 332.  
**Target:** A score of 70% or better will be achieved by at least 75% of the students.  
**Implementation Plan (timeline):** Fall 2014, Fall 2016  
**Responsible Individual(s):** Vernon Sweetin or course instructors |

#### 3.0 Strategic Marketing Management.
The ability to demonstrate comprehension and application of strategic marketing management concepts and practices within business organizations

| 3.1 Current strategic marketing management concepts. | **Measure:** Exam Questions in MKTG 448  
Direct - Exam |
|---------------------------------------------------|--------------------------------------------------|
| Students will be able to demonstrate knowledge of current strategic marketing management concepts. | **Details/Description:** Questions related to an understanding of current concepts applied in marketing’s integrative role in the firm’s strategic planning process will be completed in MKTG during Spring 2015.  
**Target:** A score of 70% or better will be achieved by at least 75% of the students |
3.2 Applied marketing management problem solving.

Students will be able to solve marketing management problems by applying the appropriate decision-making processes, tools, and technology.

**Measure:** Case study, project, or simulation in MKTG 448

**Details/Description:** Students will complete a marketing management problem solving activities that require informed and well-justified decision making.

**Target:** At score of 70% or better will be achieved by at least 75% of the students.

**Implementation Plan (timeline):** Spring 2015, Spring 2017.

**Responsible Individual(s):** Dale Varble, or course instructors

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### Assessment Findings

#### Finding per Measure

**Marketing Outcomes a/o Fall 2013**

**2.0 Buyer Behavior.**

Students will be able to demonstrate an understanding of the impact of buyer behavior on the marketing function.

**Measure:** Exam Questions MKTG 332

**Details/Description:** Terminology questions on exams completed in MKTG 332.

**Target:** A score of 70% or better will be achieved by at least 75% of the students.

**Implementation Plan (timeline):** Fall 2014, Fall 2016.

**Responsible Individual(s):** Vernon Sweetin or course instructors

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**Findings for Exam Questions MKTG 332**

**Summary of Findings:** Thirty-seven students enrolled in MGT 332 during Spring 2015 answered 15 multiple choice exam questions designed to assess outcome 2.1. Data analysis indicates that 94.59% or 35 of the 37 students completing the assessment answered at least 12 (80%) or more of the questions correctly. As a result, the targets in terms of number of students (70%) and performance (75%) were exceeded. In addition, when data is analyzed per question, at least 28 students (75.68% of the class) answered each question correctly.

**Results:** Target Achievement: Exceeded

**Recommendations:** Given that 94.59% of the class (35 of 37 students) answered 12 (80%) or more questions correctly, targets have been exceeded for this outcome. As a result both instruction and performance for Outcome 2.1 are judged satisfactory at this time.

**Reflections/Notes:**

**Substantiating Evidence:**

- Outcome 2.1 MKTG 332 Spring 2015 (Excel Macro-enabled Workbook (Open XML)) (See appendix)
- Summary, data and analysis.

**These Findings are associated with the following Actions:**

**No Action Required for all 2.0 Outcomes**

(Action Plan; 2014-2015 Assessment Cycle)
2.2 Internal influences on buyer behavior

**Measure:** Exam questions MKTG 332

**Details/Description:** Terminology questions on exams in MKTG 332.

**Target:** A score of 70% or better will be achieved by at least 75% of the students.

**Implementation Plan (timeline):** Fall 2014, Fall 2016.

**Responsible Individual(s):** Vernon Sweetin or course instructors

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**Findings for Exam questions MKTG 332**

**Summary of Findings:** Thirty-seven students enrolled in MGT 332 during Spring 2015 answered 15 multiple choice exam questions designed to assess outcome 2.2. Data analysis indicates that 91.89% of the 37 students answered at least 12 (80%) or more of the questions correctly. As a result, the targets in terms of number of students (70%) and performance (75%) were exceeded. In addition, when data is analyzed per question, at least 30 students (81.08% of the class) answered each question correctly.

**Results:** Target Achievement: Exceeded

**Recommendations:** Given that 91.89% of the class (34 of 37 students) answered 12 (80%) or more questions correctly, targets have been exceeded for this outcome. As a result both instruction and performance for Outcome 2.2 are judged satisfactory at this time.

**Reflections/Notes:**

**Substantiating Evidence:**
- Outcome 2.2 MKTG 332 Spring 2015 (Excel Macro-enabled Workbook (Open XML)) (See appendix)
- Summary, data, analysis, concept topics

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2.3 Self-concept and lifestyle influences on buyer behavior.

**Measure:** Exam questions in MKTG 332

**Details/Description:** Terminology questions on exams in MKTG 332.

**Target:** A score of 70% or better will be achieved by at least 75% of the students.

**Implementation Plan (timeline):** Fall 2014, Fall 2016

**Responsible Individual(s):** Vernon Sweetin or course instructors

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**Findings for Exam questions in MKTG 332**

**Summary of Findings:** Fifteen multiple choice questions were used to assess outcome 3.2. Data analysis indicates that 83.78% of the 37 students answered at least 80% or more of the questions correctly. As a result, the targets in terms of number of students (70%) and performance (75%) were exceeded. In addition, when data is analyzed per question, at least 30 students (81.08% of the class) answered each question correctly.

**Results:** Target Achievement: Exceeded

**Recommendations:** Given that 83.78% of the class (31 of 37 students) answered 12 (80%) or more questions correctly, targets have been exceeded for this outcome. As a result both instruction and performance for Outcome 2.3 are deemed to be satisfactory at this time.

**Reflections/Notes:**

**Substantiating Evidence:**
- Outcome 2.3 MKTG 332 Spring 2015 (Excel Macro-enabled Workbook (Open XML)) (See appendix)
- Summary, data, analysis, concepts
3.0 Strategic Marketing Management.
The ability to demonstrate comprehension and application of strategic marketing management concepts and practices within business organizations

3.1 Current strategic marketing management concepts.

Students will be able to demonstrate knowledge of current strategic marketing management concepts.

- **Measure:** Exam Questions in MKTG 448
  - **Direct - Exam**

Details/Description: Questions related to an understanding of current concepts applied in marketing's integrative role in the firm's strategic planning process will be completed in MKTG during Spring 2015.

Target: A score of 70% or better will be achieved by at least 75% of the students


Responsible Individual(s): Dale Varble, or course instructors

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**Findings** for Exam Questions in MKTG 448

**Summary of Findings:** The midterm exam was comprised of 30 multiple choice questions on current strategic marketing concepts. Although all questions are relevant in the assessment, we identified specific questions that addressed four major conceptual areas for further topical analysis: Strategic Planning (questions 1, 2, 3, 4, 5, 6); Scanning and Analyzing the Environment (8, 9, 10, 11, 12); and Understanding the Customer and Other Stakeholders (13, 14, 15, 16, 17, 18, 19, 20, 25, 26, 29). A separate Readiness Assessment Test (RAT) covered other concepts including the major conceptual area of Managing the Organization Product Offering (questions 6, 2, 4, 5, 8, 10).

Targets were exceeded for outcome 3.1 in that greater than 75% of the students performed above the 70% performance level across all relevant questions. While instruction and student performance overall are satisfactory, students appeared to have some difficulty understanding the major conceptual area of the strategic planning process (students on average answered 61.7% of these questions correctly). More emphasis will be placed on this concept in future classes.

**Results:** Target Achievement: Exceeded

**Recommendations**: Targets were exceeded for outcome 3.1 in that greater than 75% of the students performed above the 70% performance level across all relevant questions. Current teaching methods are effective. In analyzing primary concept areas, relatively low performance was noted in the area of strategic planning. This could be related to the specific questions chosen from the test bank, but we will increase emphasis in this area and monitor student performance in the next several class offerings.

**Reflections/Notes**:

**Substantiating Evidence**:
- Outcome 3.1 MKTG 448 Spring 2015 (Excel Workbook (Open XML)) (See appendix)

Findings summary, recommendation, data and analysis.

**These Findings are associated with the following Actions**:

No Action Required

(Action Plan; 2014-2015 Assessment Cycle)

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3.2 Applied marketing management problem solving.

Students will be able to solve marketing management problems by applying the appropriate decision-making processes, tools, and technology.

- **Measure:** Case study, project, or simulation in MKTG 448
  - **Direct - Student Artifact**

Details/Description: Students will complete a marketing management problem solving activities that require informed and well-justified decision making.

Target: At score of 70% or better will be achieved by at least 75% of the students.


Responsible Individual(s): Dale Varble or course instructor
Findings for Case study, project, or simulation in MKTG 448

Summary of Findings: The course's term project was used as the assessment instrument. The project was graded across four primary phases: Problem Statement, Formulate Alternatives, Analyze Alternatives, and Select Best Alternative. Each phase was graded on a five point range scale: 5 = 90%+, 4 = 80 to 90%, 3 = 70 to 80%, 2 = 60 to 70%, and 1 = less than 60% (failing). Therefore a score of 3 or higher on each phase equates to 70% or better on that phase. For the assessment, the scores of all 4 phases were summed and a student was considered to have scored 70% or better of the project by scoring 3*4 = 12 points or better on the entire project. Item analysis was also performed on each phase of the project across all students.

Targets were exceeded for outcome 3.2 in that greater than 75% of the students performed above the 70% performance level on the entire project. Item analysis revealed that students scored above 70% on average in each of the 4 phases of the project.

Results: Target Achievement: Exceeded

Recommendations: Targets were exceeded for outcome 3.2 in that greater than 75% of the students performed above the 70% performance level on the entire project. Item analysis revealed that students scored above 70% on average in each of the 4 phases of the project. Current teaching methods are effective.

Reflections/Notes:

Substantiating Evidence:
- Outcome 3.2 MKTG 448 Spring 2015 (Excel Workbook (Open XML)) (See appendix)
- Findings Summary, Recommendations, Data and Analysis.

Overall Recommendations

Targets for Outcomes 2.1, 2.2, 2.3, 3.1 and 3.2 were exceeded during this assessment cycle. Performance and instruction is satisfactory.

Overall Reflection

No text specified

Action Plan

Marketing Outcomes a/o Fall 2013

2.0 Buyer Behavior.
Students will be able to demonstrate an understanding of the impact of buyer behavior on the marketing function.

2.1 External influences on buyer behavior.
Students will demonstrate an understanding and proper application of common terminology and concepts related to external influences on buyer behavior.

Action: No Action Required for all 2.0 Outcomes

This Action is associated with the following Findings

Findings for Exam Questions MKTG 332
(Assessment Plan and Assessment Findings; 2014-2015 Assessment Cycle)

Summary of Findings: Thirty-seven students enrolled in MGT 332 during Spring 2015 answered 15 multiple choice exam questions designed to assess outcome 2.1. Data analysis indicates that 94.59% or 35 of the 37 students completing the assessment answered at least 12 (80%) or more of the questions correctly. As a result, the targets in terms of number of students (70%) and performance (75%) were exceeded. In addition, when data is analyzed per question, at least 28 students (75.68% of the class) answered each question correctly.
3.0 Strategic Marketing Management.
The ability to demonstrate comprehension and application of strategic marketing management concepts and practices within business organizations.

3.1 Current strategic marketing management concepts.
Students will be able to demonstrate knowledge of current strategic marketing management concepts.

Action: No Action Required

This Action is associated with the following Findings

Findings for Exam Questions in MKTG 448
(Assessment Plan and Assessment Findings; 2014-2015 Assessment Cycle)

Summary of Findings: The midterm exam was comprised of 30 multiple choice questions on current strategic marketing concepts. Although all questions are relevant in the assessment, we identified specific questions that addressed four major conceptual areas for further topical analysis: Strategic Planning (questions 1, 2, 3, 4, 5, 6); Scanning and Analyzing the Environment (8, 9, 10, 11, 12); and Understanding the Customer and Other Stakeholders (13, 14, 15, 16, 17, 18, 19, 20, 25, 26, 29). A separate Readiness Assessment Test (RAT) covered other concepts including the major conceptual area of Managing the Organization Product Offering (questions 6, 2, 4, 5, 8, 10).

Targets were exceeded for outcome 3.1 in that greater than 75% of the students performed above the 70% performance level across all relevant questions. While instruction and student performance overall are satisfactory, students appeared to have some difficulty understanding the major conceptual area of the strategic planning process (students on average answered 61.7% of these questions correctly). More emphasis will be placed on this concept in future classes.

Action Details: Targets were exceeded for both Outcomes 3.1 and 3.2, resulting in no required actions.

Implementation Plan (timeline): Next scheduled assessment is Spring 2017 in MKTG 448.

Key/Responsible Personnel: D. Varble or course instructor

Measures: Exam questions and project

Resource Allocations:

Priority: Low

Status Report

Marketing Outcomes a/o Fall 2013

2.0 Buyer Behavior.
Students will be able to demonstrate an understanding of the impact of buyer behavior on the marketing function.
2.1 External influences on buyer behavior.

Students will demonstrate an understanding and proper application of common terminology and concepts related to external influences on buyer behavior.

**Action:** No Action Required for all 2.0 Outcomes

**Action Details:** All targets were met or exceeded for all 2.0 Outcomes during this assessment cycle.

**Implementation Plan (timeline):** Next assessment is scheduled for Fall 2016.

**Key/Responsible Personnel:** V. Sweetin or course instructor

**Measures:** Exam questions

**Resource Allocations:**

**Priority:** Low

---

**Status** for No Action Required for all 2.0 Outcomes

No Status Added

3.0 Strategic Marketing Management.

The ability to demonstrate comprehension and application of strategic marketing management concepts and practices within business organizations

3.1 Current strategic marketing management concepts.

Students will be able to demonstrate knowledge of current strategic marketing management concepts.

**Action:** No Action Required

**Action Details:** Targets were exceeded for both Outcomes 3.1 and 3.2, resulting in no required actions.

**Implementation Plan (timeline):** Next scheduled assessment is Spring 2017 in MKTG 448.

**Key/Responsible Personnel:** D. Varble or course instructor

**Measures:** Exam questions and project

**Resource Allocations:**

**Priority:** Low

---

**Status** for No Action Required

No Status Added

Status Summary

No text specified

Summary of Next Steps

No text specified
## Assessment Plan

### Outcomes and Measures

### Marketing Outcomes a/o Fall 2013

#### 1.0 Marketing Research.
The ability to demonstrate knowledge of the marketing research process, applied by collecting and analyzing market information.

<table>
<thead>
<tr>
<th>1.1 Marketing research concepts and analytical skills.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Measure:</strong> Exam questions</td>
</tr>
<tr>
<td>Direct - Exam</td>
</tr>
<tr>
<td><strong>Details/Description:</strong> Exam questions measuring retention of marketing research concepts and analytical skills in MKTG 338.</td>
</tr>
<tr>
<td><strong>Target:</strong> A score of 70% or better by at least 75% of students.</td>
</tr>
<tr>
<td><strong>Implementation Plan (timeline):</strong> Fall 2015, Fall 2017.</td>
</tr>
<tr>
<td><strong>Responsible Individual(s):</strong> Sandeep Bhowmick or course instructor.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1.2 Develop request for marketing research proposal.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Measure:</strong> Course Project - Phase 1</td>
</tr>
<tr>
<td>Direct - Student Artifact</td>
</tr>
<tr>
<td><strong>Details/Description:</strong> Students working in groups IN MKTG 338 complete a semester project on applied marketing research. Groups submit an interim project report-1 that develops a RFP (request for research proposal) identifying and describing specific research problems, available resources, and timeline for conducting the research project.</td>
</tr>
<tr>
<td><strong>Target:</strong> A score of 70% or better by at least 75% of students.</td>
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<td><strong>Responsible Individual(s):</strong> Sandeep Bhowmick or course instructor.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1.3 Develop measurement tools to collect marketing data.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Measure:</strong> Case Project - Phase 2</td>
</tr>
<tr>
<td>Direct - Student Artifact</td>
</tr>
<tr>
<td><strong>Details/Description:</strong> Each group in MKTG 338 submits an interim project report-2, containing actual survey questions and a critical reflection analyzing the relevance and accuracy of the measurement tool.</td>
</tr>
<tr>
<td><strong>Target:</strong> A score of 70% or better by at least 75% of students.</td>
</tr>
<tr>
<td><strong>Implementation Plan (timeline):</strong> Fall 2015, Fall 2017.</td>
</tr>
<tr>
<td><strong>Responsible Individual(s):</strong> Sandeep Bhowmick or course instructor.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1.4 Analyze, interpret, and present research findings.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Measure:</strong> Final Project Report</td>
</tr>
<tr>
<td>Direct - Student Artifact</td>
</tr>
<tr>
<td><strong>Details/Description:</strong> In MKTG 338, each group analyzes and interprets collected data using appropriate statistical methods. Results are presented in both oral and written formats.</td>
</tr>
</tbody>
</table>

**Target:** A score of 75% or better by at least 75% of students.

**Implementation Plan (timeline):** Fall 2015, Fall 2017.

**Responsible Individual(s):** Sandeep Bhowmick or course instructor.

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### Assessment Findings

#### Finding per Measure

<table>
<thead>
<tr>
<th>Marketing Outcomes a/o Fall 2013</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0 Marketing Research.</strong></td>
<td></td>
</tr>
<tr>
<td>The ability to demonstrate knowledge of the marketing research process, applied by collecting and analyzing market information.</td>
<td></td>
</tr>
<tr>
<td><strong>1.1 Marketing research concepts and analytical skills.</strong></td>
<td></td>
</tr>
<tr>
<td>Students are able to demonstrate a working knowledge of various concepts in marketing research and correct application of appropriate analytical skills.</td>
<td></td>
</tr>
<tr>
<td><strong>Measure:</strong> Exam questions</td>
<td></td>
</tr>
<tr>
<td>Direct - Exam</td>
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<td><strong>Implementation Plan (timeline):</strong> Fall 2015, Fall 2017.</td>
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<tr>
<td><strong>Responsible Individual(s):</strong> Sandeep Bhowmick or course instructor.</td>
<td></td>
</tr>
<tr>
<td><strong>Findings for Exam questions</strong></td>
<td></td>
</tr>
<tr>
<td>No Findings Added</td>
<td></td>
</tr>
</tbody>
</table>

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| **1.2 Develop request for marketing research proposal.** |  |
| Students are able to identify business problems or opportunities to develop measurable research problems relevant to decision making in marketing. |  |
| **Measure:** Course Project - Phase 1 |  |
| Direct - Student Artifact |  |
| **Details/Description:** Students working in groups IN MKTG 338 complete a semester project on applied marketing research. Groups submit an interim project report-1 that develops a RFP (request for research proposal) identifying and describing specific research problems, available resources, and timeline for conducting the research project. |  |
| **Target:** A score of 70% or better by at least 75% of students. |  |
| **Implementation Plan (timeline):** Fall 2015, Fall 2017. |  |
| **Responsible Individual(s):** Sandeep Bhowmick or course instructor. |  |
| **Findings for Course Project - Phase 1** |  |
| No Findings Added |  |

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| **1.3 Develop measurement tools to collect marketing data.** |  |
| Students are able to develop measurement tools to collect data related to marketing problems. |  |
| **Measure:** Case Project - Phase 2 |  |
| Direct - Student Artifact |  |
| **Details/Description:** Each group in MKTG 338 submits an interim project report-2, containing actual survey questions and a critical reflection analyzing the relevance and accuracy of the measurement tool. |  |
| **Target:** A score of 70% or better by at least 75% of students. |  |
| **Implementation Plan (timeline):** Fall 2015, Fall 2017. |  |
1.4 Analyze, interpret, and present research findings.
Students are able to analyze, interpret, and present research findings.

**Measure**: Final Project Report
Direct - Student Artifact

**Details/Description**: In MKTG 338, each group analyzes and interprets collected data using appropriate statistical methods. Results are presented in both oral and written formats.

**Target**: A score of 75% or better by at least 75% of students.

**Implementation Plan (timeline)**: Fall 2015, Fall 2017.

**Responsible Individual(s)**: Sandeep Bhowmick or course instructor.

**Findings for Final Project Report**

*No Findings Added*

**Overall Recommendations**

*No text specified*

**Overall Reflection**

*No text specified*

**Action Plan**

**Status Report**
2016-2017 Assessment Cycle

Assessment Plan

Assessment Findings
2017-2018 Assessment Cycle

*Assessment Plan*

*Assessment Findings*
2018-2019 Assessment Cycle

Assessment Plan

Assessment Findings
2019-2020 Assessment Cycle

Assessment Plan

Assessment Findings
Appendix

A. Marketing Management Curriculum Map a/o Fall 2013 (Curriculum Map)
B. Previous Marketing Management Curriculum Map (Curriculum Map)
C. Marketing Assessment1-8-10.pdf (Adobe Acrobat Document)
D. Marketing AssessmentSept09.pdf (Adobe Acrobat Document)
E. Marketing (Adobe Acrobat Document)
F. Marketing AssessmentSept09.pdf (Adobe Acrobat Document)
G. MFT Summary Results (Excel Workbook (Open XML))
H. MFT Summary Results (Excel Workbook (Open XML))
I. MM3 Exam questions (Word Document (Open XML))
J. MM3 Exam Questions (Word Document (Open XML))
K. MM3 Exam Questions (Word Document (Open XML))
L. MM3 results Spring 2013 (Excel Workbook (Open XML))
M. MM1 - Majors Field Test - Spring 2013 (Excel Workbook (Open XML))
N. MM1 - Majors Field Test Results - Spring 2013 (Excel Workbook (Open XML))
O. MM3 results Spring 2013 (Excel Workbook (Open XML))
P. MM3 results Spring 2013 (Excel Workbook (Open XML))
Q. Outcome 1.2 results MKTG 338 Fall 2013 (Microsoft Excel)
R. Outcome 1.2 Results MKTG 338 Fall 2013 (Microsoft Excel)
S. Outcome 1.3 findings MKTG 338 Fall 2013 (Microsoft Excel)
T. Outcome 1.4 Findings MKTG 338 Fall 2013 (Microsoft Excel)
U. Outcome 3.1 MKTG 448 Spring 2015 (Excel Workbook (Open XML))
V. Outcome 3.2 MKTG 448 Spring 2015 (Excel Workbook (Open XML))
W. Outcome 2.1 MKTG 332 Spring 2015 (Excel Macro-enabled Workbook (Open XML))
X. Outcome 2.2 MKTG 332 Spring 2015 (Excel Macro-enabled Workbook (Open XML))
Y. Outcome 2.3 MKTG 332 Spring 2015 (Excel Macro-enabled
Workbook (Open XML)
A. College of Business Assurance of Learning Goals and Objectives

1. Students will be knowledgeable about current business practices and concepts.
2. Students will be able to make prudent business decisions by employing analytical and critical thinking.
3. Students will be effective communicators.
4. Students will be competent in applying relevant technology to business problems.
5. Students will be competent in ethical decision making.
6. Students will be able to function effectively in professional settings.
7. Students will be cognizant of the complexities of operating a global business environment.

B. Specific Marketing Program Learning Goals and Objectives

1. Integration of marketing concepts with company strategy and other business functions.

2. Knowledge/understanding of price, product, place and promotion.

3. Analysis and integration of price, product, place and promotion.

The marketing learning goals appear in the marketing curriculum as shown in the following table.

<table>
<thead>
<tr>
<th>Learning Goals</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mktg 332—Buyer Behavior</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Mktg 333—Product and Pricing</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Mktg 334—Promotion</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Mktg 338—Research</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
Measurement of learning goals will occur in Mktg 448 with the ETS company’s Major Field Test or a similar test and the use of Capsim Simulation or a similar simulation.

II. The fall 08 schedule was discussed and suggestions made including: the possible reduction of the number of sections of Mktg 361 from 5 sections to 4, the need for at least two elective classes for marketing majors and changing Dr. Redmond from teaching Mktg 338 to MBA 624.
Meeting to further discuss assessment in the Marketing Program.

Date: January 8, 2010

Present: Clark, Hawes, Maher, Redmond, Varble

Varble identified an alternative to Major Fields for assessment in MKTG448, based on the CapSim system. Discussion ensued. It was determined CapSim should be run in parallel with Major Fields in the Fall term.

Also discussed was the possibility of purchasing a more detailed breakdown of the Major fields summary data in order to assess goals 2 and 3. Redmond will check into grants.

R. S.

W. Redmond
Members of the Marketing Program faculty met to discuss assessment issues, specifically items 4 and 5 of the COB assessment scale. These are: 4) results discussed by program faculty, and 5) curricular modification considered or made.

The data currently in hand are overall scores on the Major Fields test, administered in MKTG-448. A more detailed breakdown of the overall score is needed to complete the assessment process (items 2 and 3 of the Marketing Program Learning Goals and Objectives Feb 7 2008). However, these data must be purchased; funding is being sought.

Results of the overall score are relevant to learning goal 1: integration of marketing concepts with company strategy and other business functions. (Also relevant to this goal are data from the business simulation exercise in MKTG-448, which is being compiled by D. Varble.) The results of the Major Fields test (see spreadsheet file) are generally positive: well over 50% of students are classified as Satisfactory or Superior, and fewer than 10% were judged as Deficient in recent semesters. Discussion centered on a pattern in the data, in which relatively more students were Developing (and fewer Satisfactory) in Spring semesters as compared with Fall. The causes of this are not clear at present, but it is the case that Spring sections are typically larger than Fall. Adding a GA to assist in the Spring was suggested and discussed. It is also not clear at present whether overall scores could be best improved by more attention to functional basics or to integration skills.

Alternatives to Major Fields as an assessment tool were also discussed.