

Marketing Assessment Summary

Academic Department or Division: Department of Marketing and Economics

Degree Program: Bachelor of Business Administration (B.B.A.)
Major: Marketing

Contact Person: Attila Cseh, Department Head
Email: acseh@valdosta.edu
Phone: 245-3826

Assessment Cycle: 2010-2011

Mission: The marketing major is designed to give students the basic marketing knowledge, skills, and values that build on the foundation provided by the University Core Curriculum and are required for professional careers in business and government.

Expected Student Learning Outcomes (Marketing Major Educational Outcomes):

Marketing majors will:

1. Marketing majors will be knowledgeable of current behavior theory and be able to apply it in target market selection.
2. Marketing majors will be able to develop a marketing mix capable of reaching a selected target market.
3. Marketing majors will be capable of developing and implementing a small-scale marketing research project.
4. Marketing majors will demonstrate knowledge of the interdependence of global markets and global issues affecting marketing strategies.

These outcomes were developed by the marketing faculty in August 2008.

Evaluated This Cycle: All four learning outcomes.

Assessments/Measures: The marketing assessment instruments were administered at the end of Spring 2011 Semester in MKTG 4900. This course is the capstone course for our marketing major. By the time our majors finish this class they have completed all senior level marketing courses and thus have experience concerning all four learning outcomes (LO).

Data/Evidence Results: The assessment is a multiple-choice test with fifty items. The evaluation of the assessment is based on the number of questions that at least 70% of the students answered correctly. Thirty-six students took the test with the following results: The average was 63.11% and the median score was 33 correct answers with a range of 13-42 correct answers. These results reflect a drop in the performance compared to the last time the assessment was administered (in the 2008-2009 academic year 24 of the 41 questions were correctly answered by at least 70% of the students taking the exam.)

The Table below shows performance broken down by learning outcomes. Grouping questions by Learning Outcomes reveals that the ratio of questions answered by at least 70% of the students correctly within group ranges from 18.2% (LO#1) to 58.8% (LO#2).

Marketing Assessment Summary

Learning Outcome	Assessment Questions	Number of questions with over 70% correct answers	Total number of questions	Percentage
1	11, 13, 20-28	2	11	18.2%
2	1-10, 12, 14-19	10	17	58.8%
3	29-41	6	13	46.2%
4	42-50	3	9	33.3%

Use of Results to Make Improvements: Each item of the assessment tool has been analyzed by the Marketing Faculty. We have identified questions where some of the answers might have been more ambivalent than we had hoped for. These can be easily fixed with a simple rewording. The department has also identified topics where low performance is more troubling and requires more reinforcement in the classroom to improve retention of information. Our department is currently in the hiring process to fill two positions in the areas of Health Care Marketing and Marketing Research. Since marketing research is one of the areas that require more reinforcement, the results will be shared with the new members of the faculty to draw their attention to the deficiencies. Our faculty has concluded that no structural changes are necessary in the marketing education at this time. Instead, we came to the agreement that more emphasis will be placed on topics where the assessment revealed some problems.

The revised assessment will be administered again during the Spring 2012 Semester, in MKTG 4900.

 Department Head Date Dean Date VPAA Date

Adapted from: University of Alabama SACS site (<http://sacs.ua.edu/degreeInfo2.cfm?college=2&dept=50>) and University of Western Kentucky SACS Accreditation Review Process (<http://www.wku.edu/sacs/assessmentmanual.htm>)