

Marketing Assessment Summary

Academic Department or Division: Department of Marketing and Economics

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

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Assessment Cycle: 2011-2012

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 2012 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. Forty-one students took the test with the following results: The average was 68% and the median score was about 34 correct answers with a range of 26-40 correct answers. Overall, 25 of the 50 questions were answered correctly by at least 70% of the students. These results reflect a slight improvement compared to the last time the assessment was administered (in Spring 2011, 21 of the 50 questions were correctly answered by at least 70% of the students taking the exam).

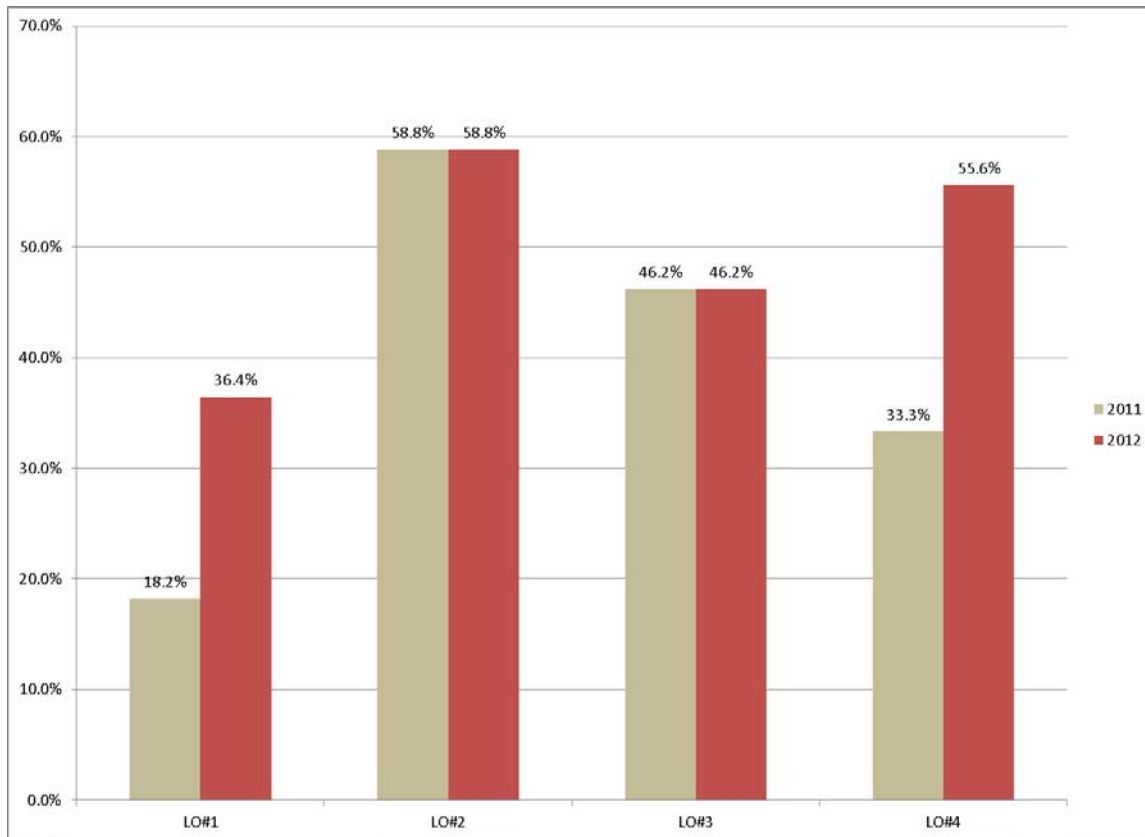
The following table shows performance broken down by learning outcomes. Grouping questions by Learning Outcomes reveals that the ratio of questions answered by at least 70% of the students correctly within group ranges from 36.4% (LO#1) to 58.8% (LO#2).

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Learning Outcome	Assessment Questions	Number of questions with over 70% correct answers	Total number of questions	Percentage
1	11, 13, 20-28	4	11	36.4%
2	1-10, 12, 14-19	10	17	58.8%
3	29-41	6	13	46.2%
4	42-50	5	9	55.6%

The Figure below allows for comparison of the most recent results to that during our previous Assessment. On two of the four learning objectives (LO #1 and LO #4) there has been some improvement, while the other two learning objectives (LO #2 and LO #3) remained at the very same level.



Use of Results to Make Improvements: Each item of the assessment tool has been analyzed by the Marketing Faculty. The department has identified topics that require more reinforcement in the classroom to improve retention of information. The department has two new assistant professors on tenure-track who started teaching in August. One of them will be teaching Marketing Research which has been one of the weaker performance areas in the Assessment. These results have been shared with the new faculty so they can reinforce the areas discussed in their classes. 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. Also, some questions may be changed to better fit new faculty's topic selection.

The revised assessment will be administered again during the Spring 2013 Semester, in MKTG 4900.

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Department Head	Date	Dean	Date	VPAA	Date
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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>)