

Institutional Effectiveness Report: 2005 - 2008

Marketing Assessment Summary

Department or Division: Marketing and Economics

Degree Program: Marketing

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Assessment Cycle: Academic years 2005-2006, 2006-2007, 2007-2008

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

Assessment History: All members of the marketing faculty participate in the Langdale College Assurance of Learning (AOL) program. This program assesses Langdale College students' achievement of the Undergraduate Program Objectives within the common college core, evaluates the assessment results, and recommends curriculum improvements when appropriate. The AOL Oversight Committee supervises a regular schedule of assessments which include case studies, computer software usage, projects, and embedded test questions. Results and recommendations are located in the Langdale College Dean's Office.

All members of the marketing faculty also participate in the development and assessment of a Marketing Major Assurance of Learning program. The marketing faculty has established the Marketing Major Educational Outcomes, aligned the curriculum to support the educational outcomes, and instituted a continuous evaluation process. The evaluation process assesses marketing majors' student learning, recommends improvement of the major curriculum when appropriate, and periodically reviews the major mission and educational outcomes to ensure that they are aligned with the VSU and Langdale College of Business missions and goals. In addition, the Department periodically conducts a Program Review as mandated by the Board of Regents. The last Program Review was completed during 2006.

Prior to 2006-07, the marketing faculty used a project in the capstone course to assess major student learning. During the 2006-2007 the marketing faculty modified the Marketing Major Educational Outcomes, and established a pre-test/post-test assessment process.

Goals for Unit (Marketing Major Educational Outcomes):

Marketing majors will:

1. Demonstrate knowledge of current behavior theory and apply it in target market selection.
2. Develop a marketing mix capable of reaching a selected target market.
3. Develop and implement a small-scale marketing research project.
4. Demonstrate knowledge of the interdependence of global markets and global issues affecting marketing strategies.

Assessments:

2005-2006

Assessment Results: Assessment for the marketing program was conducted at the college level as part of the Langdale College Assurance of Learning (AOL) program. The assessment method consisted of multiple-choice questions embedded in the final exam for MKTG 3050 – Introduction to Marketing. Seventy-eight percent of the students met the threshold of correctly answering at least 70 percent of the embedded questions. The average score was 76% with a range between 50% and 94% of the questions correctly answered.

Discussion/Dissemination of Results: The assessment standard was the number of questions that at least 70% of the students answered correctly. Since a high percentage (78%) got more than 70 percent of the questions right, it appears that business students demonstrated an adequate knowledge of marketing principles.

Modifications Made: All marketing faculty were told to add College of Business learning objectives to their syllabi. Since the students appear to meet the learning objective standards, curriculum modifications were not recommended.

2006-2007

Assessment Results: No formal assessment results are available for 2006-2007. However, VSU and College of Business data were reviewed concerning several issues pertaining to MKTG 4650 – Marketing Research.

Discussion/Dissemination of Results: The number of students successfully completing MKTG 4650 declined for the previous two years, requiring marketing majors to re-take the course – sometime more than once. This created a “bottleneck” within the curriculum, increased the time needed by many marketing majors to complete a degree, and strained marketing faculty resources. MKTG 4650 is a required course for all marketing majors and a prerequisite for the MKTG 4900 capstone course. Given the low success rate for MKTG 4650, the marketing faculty reviewed the course content and requirements. The faculty agreed that the high failure rate could be reduced by modifications to the course structure and requirements. The faculty also discussed the fact that many students wanted to take MKTG 4650 (especially if they had already taken it once, and not succeeded) concurrently with MKTG 4900. This put faculty advisors in an unenviable position of deciding whether to soften enforcement of the prerequisite or to require students to stay an additional semester.

Modifications Made: Three changes were made to MKTG 4650: (1) The structure of the course was changed to integrate statistics and theory throughout the course; (rather than just including all the theory and background material in the first part of the course); (2) The SPSS computer program would be used to calculate needed statistical results rather than doing ANOVA calculations by hand; (3) The course project was divided into five segments to provide students with greater, more timely feedback.

In 2006, the Board of Regents included the addition of health care courses as one of its strategic goals for VSU and the College of the Business. Consequently a Health Care Marketing course (MKTG 3810) was developed. The Business Advisory Board for the Langdale College expressed a desire that our graduates have more work experience. This topic was added to the agenda for discussion at a Fall 2007 economics faculty meeting, and eventually led to an internship course being added to the curriculum.

2007-2008


Assessment Results: To better assess student learning outcomes, the marketing faculty developed new Marketing Major Educational Outcomes (as stated above) and developed pre-test and post-test assessment instruments for the marketing major. The pre-test was administered at the beginning of Spring Semester 2008 in MKTG 4650. The post-test was administered at the end of Spring Semester in MKTG 4900, the last required course in the marketing curriculum.

The assessment standard was the number of questions that at least 70% of the students answered correctly. Of the 34 students taking the pre-test, 70% of the students correctly answered 16 of the 41 questions. Of the 42 students taking the post-test, 70% of the students correctly answered 24 of the 41 questions. Raw data and item analyses for these Spring 2008 tests are available in the Langdale College Dean's Office.

Discussion/Dissemination of Results: The assessment results were shared with the marketing faculty, but attention was focused more on the changes made to MKTG 4650. The changes to MKTG 4650, as stated in the 2006-2007 information, were implemented in Fall 2007. During Fall 2007, 11 of 68 students either dropped or failed the course. During Spring 2008, only 4 of 63 students dropped the course and no students failed. Also, during Summer 08, no students dropped or failed the course. This was a substantial improvement from the nearly 50% drop/fail rate for the two previous years. The marketing faculty agreed that changes to MKTG 3650 had improved student success in the course while maintaining the quality of the course.

Modifications Made: Despite the changes to MKTG 4650, one problem remained, though not to as great an extent as previously. Students were still requesting to take MKTG 4650 and MKTG 4900 (which has MKTG 4650 as a prerequisite) during the same semester. The marketing faculty renumbered MKTG 4650 as MKTG 3650, and renumbered MKTG 4620 (also a prerequisite for MKTG 4900) as MKTG 3620. This change, which took effect in Fall 2008, would stress to students (and their faculty advisors) the need to take MKTG 3620 and MKTG 3650 a year earlier in their program of study.

A new faculty meeting with expertise in health care marketing was hired effective August 2007. MKTG 3810 (Health Care Marketing) was offered for the first time in Fall 2007 and has continued to be offered at least one semester each year.

	10-30-08				
Unit Director	Date	Dean	Date	President/VP for Unit	Date

Adapted from: University of Alabama SACS site (<http://sacs.ua.edu/degreeInfo2.cfm?college=2&dept=50>);

University of Western Kentucky SACS Accreditation Review Process (<http://www.wku.edu/sacs/assessmentmanual.htm>) ; and

Mrs. Marila D. Palmer, VP-Executive Affairs & Planning, LeTourneau University, Presentation to 2008 SACS-COC Institute