

## Institutional Effectiveness Plan: 2011-2012

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### Summary of the Marketing Assessment Plan

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

**Assessments/Measures:** A test will be given at the end of Spring Semester 2012 to all students enrolled in MKTG 4900 (Strategic Planning). Since MKTG 4900 is a capstone course, marketing majors have completed all other required upper-division marketing courses when they take MKTG 4900. After discussing the most recent results, the marketing faculty has concluded that some instruments in the test need to be changed to address some clarity issues. Therefore for the Spring 2012 Semester, some of the items on the assessment will be changed. We will still link each question on the test to a particular learning outcome and subfield in marketing. The assessment standard will be the percentage of questions (separately for each learning outcome and subfield) that is answered correctly by at least 70 percent of the students. The goal will be that at least 70 percent of the questions (for each learning outcome and subfield, and therefore, in total) will be answered correctly by 70 percent or more of the students.

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<b>Department Head</b>	<b>Date</b>	<b>Dean</b>	<b>Date</b>	<b>VPAA</b>	<b>Date</b>
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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>)

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