

# Institutional Effectiveness Report

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## Marketing Assessment Summary

**Department or Division:** Marketing and Economics

**Degree Program:** Marketing

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**Assessment Cycle:** Academic year

**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 AY 06-07, the marketing faculty used a project in the capstone course to assess major student learning. During the AY 06-07 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. 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:

A Pre-test is administered early during the spring semester in MKTG 3650, one of the first marketing courses the students take within the major. A Post-test is administered at the end of the spring semester in ECON 4900 when most marketing majors have completed all senior level marketing courses (all goals). Marketing majors complete a project in MKTG 4900 which is the capstone course for the major.

## **2005-2006**

Assessment for the marketing program was conducted at the college level as part of the Langdale College Assurance of Learning (AoL) program. The testing method consisted of multiple-choice questions included on the final exam for MKTG 3050 – Introduction to Marketing.

Assessment Results: A total of 78% of the students met the threshold of scoring at least 70% 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 business students appear to demonstrate a basic knowledge of marketing principles.

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

## **2006-2007**

Assessment Results: It has been noted for the past couple of years that the number of students successfully completing MKTG 3650 had declined, requiring marketing majors to re-take the course – sometime more than once. This created a “bottleneck” within the curriculum, reduced time to degree, and strained marketing faculty resources.

Discussion/Dissemination of Results: MKTG 3650 – Marketing Research is a required course for all marketing majors and a prerequisite for the MKTG 4900 capstone course. Given the low success rate for MKTG 3650, 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.

Modifications Made: Three changes were made to MKTG 3650 – the structure of the course was changed to integrate statistics and theory throughout the course, SPSS is used to calculate needed statistical results instead of hand calculating ANOVA, and the course project was divided into five segments to provide students with greater feedback.

## **2007-2008**

Assessment Results: The MKTG 3650 changes were implemented beginning AY 07-08. During fall 07, 11 of 68 students either dropped or failed the course. During spring 08, 4 of 63 students dropped the course; No students failed. During summer 08, no students dropped or failed the course. This is an improvement from the previous nearly 50% drop/fail rate.

Discussion/Dissemination of Results: The marketing faculty observed that changes to MKTG 3650 have improved student success in the course while maintaining the quality of the course.

Modifications Made: No additional modification were made to MKTG 3650.

Assessment Results: The marketing faculty developed the Marketing Major Educational Outcomes and developed the pre-test/post-test major assessment instrument. The assessment standard is the number of questions that at least 70% of the students taking the exam correctly answered the question.

Discussion/Dissemination of Results: The pre-test was administered in MKTG 3650 and the post-test was administered in MKTG 4900 during the spring 2008 semester. 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. The results were shared with the marketing faculty.

Modifications Made: Since the sample size is small, no modifications to the curriculum were made. The faculty will review the spring 08 results and make recommendations as needed.

*Cynthia Royal Stri*

10-30-08

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Unit Director	Date	Dean	Date	President/VP for Unit	Date
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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