Expected Outcomes: Understand fundamental marketing concepts

Students should demonstrate knowledge of fundamental marketing concepts including the marketing mix, consumer behavior, segmentation, targeting, positioning, etc. as determined by the department.

Related typical general education outcomes:

1. Information Literacy
2. Ability to Critique Arguments
3. Ability to Use Mathematical Methods
4. Informed and Engaged Citizenship
5. Intercultural Knowledge and Diversity Awareness
6. Scientific Literacy

Assessment methods

Method: Basic & Financial Marketing Concepts

A comprehensive multiple choice exam will be used to assess knowledge of fundamental marketing concepts and basic financial marketing concepts in MKTG 3310 (Principles of Marketing).

Findings:

Total students = 522  Grade Distribution:  A =28 (5%)  B = 219 (42%)  C = 173 (33%)  D = 93 (18%)  F = 9 (2%)  Number who made a C or better = 420, which is 80%  Number who made a D or F = 102, which is 20%.  So, accurately assessed on Final given grade in the course is 313 + 93 = 406, which is 78% of the students.  Number whose score on final did not accurately reflect their final grade in terms of C or better vs. D/F and not allowed to take more Marketing Courses per department goals is 107 + 9 = 116, or 22%.

How did you use findings for improvement?

We had a problem with a stolen test bank.  We had to redo the test bank and added more experiential work.  This backfired in more students passed who could not pass the comprehensive final.  Faculty is adjusting the exams some as well as decreasing the percentage of points allocated to the other exercises to balance the goals/outcomes for the department more closely now we have a better sense of what is happening.

Additional comments:

Unethical students were charged in the AU academic honesty process.  Department had to revise test bank.  This threw us back a year.

Method: Capstone Class Exam

A written exam based on a comprehensive case will be used in MKTG 4980 (Marketing Strategy) to assess comprehension and application of more advanced financial analysis and integration of marketing knowledge to address a complex marketing situation.  There are two exams measuring...
baseline skill and skill by the end of the semester

Findings:

This is a minor part of the capstone class. The students who had difficulty assessing the complex marketing strategy problem had problems doing the financial analysis and the strategy analysis - not the knowledge of the core marketing concepts.

How did you use findings for improvement?

Problem was with applications, not understanding core terms. Students improved significantly in the second assessment.

Additional comments:

None

Expected Outcomes: Understand financial marketing concepts

Students should demonstrate a working knowledge of fundamental financial marketing concepts to include for example profit/loss, break-even analysis, margins and markups, and other pricing calculations as determined by the department.

Related typical general education outcomes:

2  Analytical and Critical Reading
3  Ability to Critique Arguments
5  Ability to Use Mathematical Methods
11 Scientific Literacy

Assessment methods

Method: Basic & Financial Marketing Concepts

A comprehensive multiple choice exam will be used to assess knowledge of fundamental marketing concepts and basic financial marketing concepts in MKTG 3310 (Principles of Marketing).

Findings:

Total students = 522; Grade Distribution: A = 28 (5%); B = 219 (42%); C = 173 (33%); D = 93 (18%); F = 9 (2%); Number who made a C or better = 420, which is 80%; Number who made a D or F = 102, which is 20%; So, accurately assessed on Final given grade in the course is 313 + 93 = 406, which is 78% of the students; Number whose score on final did not accurately reflect their final grade in terms of C or better vs. D/F and not allowed to take more Marketing Courses per department goals is 107 + 9 = 116, or 22%.

How did you use findings for improvement?

We had a problem with a stolen test bank. We had to redo the test bank and added more experiential work. This backfired in more students passed who could not pass the comprehensive final. Faculty is adjusting the exams some as well as decreasing the percentage of points allocated to the other exercises to balance the goals/outcomes for the department more closely now we have a better sense of what is happening.

Additional comments:
Unethical students were charged in the AU academic honesty process. Department had to revise test bank. This threw us back a year.

**Method** :  Capstone Class Exam

A written exam based on a comprehensive case will be used in MKTG 4980 (Marketing Strategy) to assess comprehension and application of more advanced financial analysis and integration of marketing knowledge to address a complex marketing situation. There are two exams measuring baseline skill and skill by the end of the semester.

**Findings:**

**How did you use findings for improvement?**

**Additional comments:**

### Expected Outcomes : Understand Marketing Research Techniques

Students should be able to identify and apply appropriate marketing research techniques to a marketing problem or opportunity.

**Related typical general education outcomes:**

1. Information Literacy
2. Analytical and Critical Reading
3. Ability to Critique Arguments
4. Ability to Construct Arguments
5. Ability to Use Mathematical Methods
6. Ability to Solve Open-Ended Problems
11. Scientific Literacy

### Assessment methods

**Method** : Understand Marketing Research Techniques

A combination of written exercises or exam will be used to assess knowledge and application of marketing research techniques in MKTG 4360 (Marketing Research).

**Findings:**

74% demonstrated acceptable case analysis skills (C or better); 75% demonstrated ability to determine the need for marketing research. 80% demonstrated acceptable statistical analysis skills  100% successfully executed a marketing research project.

**How did you use findings for improvement?**

We went to an Excel platform for marketing research. This had better relevance to industry practice and needs. This had some initial difficulties but over time has improved our outcomes.

**Additional comments:**

None

### Expected Outcomes : Advanced financial marketing concepts

Tuesday, February 05, 2013, Office of Institutional Research and Assessment
Students should demonstrate a working knowledge of more advanced financial marketing concepts and tools for marketing decision making to include for example discounted cash flows, cannibalization estimation, sensitivity analysis, expected monetary value, etc. as determined by the department.

**Related typical general education outcomes:**

1. Information Literacy
2. Analytical and Critical Reading
3. Ability to Critique Arguments
4. Ability to Construct Arguments
5. Ability to Use Mathematical Methods
6. Ability to Solve Open-Ended Problems
7. Written Communication
8. Oral Communication
9. Intercultural Knowledge and Diversity Awareness
10. Scientific Literacy

**Assessment methods**

**Method**: Capstone Class Exam

A written exam based on a comprehensive case will be used in MKTG 4980 (Marketing Strategy) to assess comprehension and application of more advanced financial analysis and integration of marketing knowledge to address a complex marketing situation. There are two exams measuring baseline skill and skill by the end of the semester.

**Findings**:

First assessment at the beginning of the term had a 41.6% success rate. Assessment at the end of the term had a success rate of 98%. Only one student passed the class with a C or better but failed the final exam.

**How did you use findings for improvement?**

Initial performance was poor, but final outcomes were acceptable. Classroom standards were maintained and final performance was satisfactory.

**Additional comments**:

None

**Expected Outcomes**: Analyze and execute marketing plan

Students should be able to analyze a market situation and, based upon the specifics of that situation, develop and implement an appropriate solution that is logically and financially sound.
Related typical general education outcomes:

1. Information Literacy
2. Analytical and Critical Reading
3. Ability to Critique Arguments
4. Ability to Construct Arguments
5. Ability to Use Mathematical Methods
6. Ability to Solve Open-Ended Problems
7. Written Communication
8. Oral Communication
9. Informed and Engaged Citizenship
10. Intercultural Knowledge and Diversity Awareness
11. Scientific Literacy

Assessment methods

Method: Capstone Class Exam

A written exam based on a comprehensive case will be used in MKTG 4980 (Marketing Strategy) to assess comprehension and application of more advanced financial analysis and integration of marketing knowledge to address a complex marketing situation. There are two exams measuring baseline skill and skill by the end of the semester.

Findings:

First assessment at the beginning of the term had a 41.6% success rate. Assessment at the end of the term had a success rate of 98%. Only one student passed the class with a C or better but failed the final exam.

How did you use findings for improvement?

Initial performance was poor, but final outcomes were acceptable. Classroom standards were maintained and final performance was satisfactory.

Additional comments:

None

Expected Outcomes: Satisfaction with Marketing Degree

Satisfaction according to student survey of seniors conducted by the College.
Related typical general education outcomes:

1. Information Literacy
2. Analytical and Critical Reading
3. Ability to Critique Arguments
4. Ability to Construct Arguments
5. Ability to Use Mathematical Methods
6. Ability to Solve Open-Ended Problems
7. Written Communication
8. Oral Communication
9. Informed and Engaged Citizenship
10. Intercultural Knowledge and Diversity Awareness
11. Scientific Literacy

Assessment methods

Method: Marketing Majors Senior Survey

There is a survey of all majors in the college once a year for seniors. Survey is taken in the capstone class. It measures satisfaction with the degree program and job placement.

Findings:

Overall satisfaction was 4.2 where 5 = strongly agree and 1 = strongly disagree.

How did you use findings for improvement?

The overall satisfaction score of students was fine.

Additional comments:

None

Expected Outcomes: Job Placement of Marketing Majors

Had a job in hand at end of senior year.
Related typical general education outcomes:

1. Information Literacy
2. Analytical and Critical Reading
3. Ability to Critique Arguments
4. Ability to Construct Arguments
5. Ability to Use Mathematical Methods
6. Ability to Solve Open-Ended Problems
7. Written Communication
8. Oral Communication
9. Informed and Engaged Citizenship
10. Intercultural Knowledge and Diversity Awareness
11. Aesthetic Appreciation and Engagement

Assessment methods

Method: Marketing Majors Senior Survey

There is a survey of all majors in the college once a year for seniors. Survey is taken in the capstone class. It measures satisfaction with the degree program and job placement.

Findings:

Reported placement was 23.8% had a job in hand and 9.5% were planning to enroll in graduate or professional school.

How did you use findings for improvement?

We did a lot. 1] One elective forces students to use the Office of Professional and Career Development so they will start their job search in a timely manner. 2] We will be offering recommended elective courses for specific marketing careers. 3] We greatly increased the number of marketing students with internships. 4] Department Chair met with many current and potential recruiters.

Additional comments:

We have three undergraduate marketing concentrations that will be implemented starting Fall, 2013. This will hopefully give us a means to contact students post-graduation to see which students and which career paths are working. Continuing to grow our internship opportunities should also have a long-term impact. Last, the response rate on the senior survey was only 24%. The faculty have doubts about this data quality which is another reason we are seeking an additional assessment tool.