

Marketing

<p>Learning Outcome</p> <p><i>What should a graduate in this major know, value, or be able to do at graduation and beyond?</i></p>	<p>Data Collection and Analysis</p> <p><i>What assessment tools and/or methods will you use to determine achievement of the learning outcome? Describe how the data from these tools and/or methods will be collected. Explain the procedure to analyze the data.</i></p>	<p>Results of Evaluation</p> <p><i>What were the findings of the Analysis Team? List any specific recommendations.</i></p>	<p>Use of Evaluation Results</p> <p><i>What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?</i></p>
<p>Identifies and uses marketing core concepts</p>	<p>1) MFT testing will be annually. Students will score in the 50th percentile on the Major Field Achievement Test (MFT). <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>2) Employer Survey will be conducted every 5 years beginning spring 2006 using a mail survey. Mailing list will be obtained from MKT graduates, career services and internship records from the past 5 years. Results of a</p>	<p>The major field test was administered to COB students in 2003-04 and 2004-05. Based on the results, the Dean chose to require the test of all COB students for us as an assessment tool.</p> <p>Data were analyzed by Chair and faculty representative. On average, marketing majors scored in the 50th percentile of the MFT. Marketing students performed the best in the areas of Management Core Concepts, Legal and Social Environment, Marketing Core Concepts, and Quantitative Business Analysis. Results showed weaknesses in the areas of Finance, Economics, Accounting, and International Issues.</p> <p>This survey will be conducted upon the completion of the Business Graduate Survey. The Division held preliminary discussions regarding the survey in 2004-05. Representatives from each area of study in the</p>	<p>Economics professors will be encouraged to continue offering help sessions. Students will be encouraged to review core economics concepts. An International Business and Development track has been added to the Management major providing opportunities for exposure to international concepts. The results will be shared with the Division of Accountancy, Finance, and Computer Information Systems for their review and action.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p>

	<p>series of questions designed specifically to rate knowledge of marketing core concepts will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. Once a baseline is established data will be compared to previous years' results. At least 75% of the employers will report that marketing majors demonstrate the ability to identify and use marketing core concepts.</p> <p>3) Business Graduate Survey will be conducted every 2 years beginning spring 2006 using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate knowledge of marketing core concepts will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established data will be compared to previous years' results. At least 90% of marketing majors will report that the College of Business program enhanced their ability to identify and use marketing core concepts.</p>	<p>Division provided input into the development of the survey in 2005-06.</p> <p>This survey is currently in progress. The Division held discussions regarding the survey from 2000-01 to 2004-05. Representatives from each area of study in the Division provided input into the development of the survey in 2005-06.</p>	<p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p>
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	<p>Pre/Post Marketing Test will be administered annually beginning in the fall 2006. This test will be administered in MKT 300 (pretest) and MKT 499 (posttest). Comparison of pre and post data will indicate level of improvement. Once a baseline is established data will be compared to previous years' results.</p>	<p>The marketing curriculum committee held preliminary discussions regarding the test in 2004-05. The committee developed the test in spring 2006.</p> <p>Test will be administered Fall 2006</p>	<p>The results of this test will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p>
<p>Demonstrates the ability to work as a team member when completing marketing tasks.</p>	<p>1) MFT testing will be annually. Students will score in the 50th percentile on the Major Field Achievement Test (MFT). <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>2) Majors take classes that require students to work in teams to complete tasks. Examine course syllabi.</p>	<p>The major field test was administered to COB students in 2003-04 and 2004-05. Based on the results, the Dean chose to require the test of all COB students for us as an assessment tool.</p> <p>Data were analyzed by Chair and faculty representative. On average marketing majors scored in the 50th percentile of the MFT. Marketing students performed the best in the areas of Management Core Concepts, Legal and Social Environment, Marketing Core Concepts, and Quantitative Business Analysis. Results showed weaknesses in the areas of Finance, Economics, Accounting, and International Issues.</p> <p>From 2000-01 to 2005-06 some courses have required students to work in teams to solve problems and complete tasks (MKT 330, 488, 499).</p>	<p>Economics professors will be encouraged to continue offering help sessions. Students will be encouraged to review core economics concepts. An International Business and Development track has been added to the Management major providing opportunities for exposure to international concepts. The results will be shared with the Division of Accountancy, Finance, and Computer Information Systems for their review and action.</p> <p>The number of assignments requiring teamwork will be increased. Professors will adjust their assignments to require additional teamwork. Faculty will choose from the following instructional methods: guest speakers, cases, written assignments, online components,</p>

	<p>3) Employer Survey will be conducted every 5 years beginning spring 2006 using a mail survey. Mailing list will be obtained from MKT graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. Once a baseline is established data will be compared to previous years' results. At least 75% of the employers will report that marketing majors demonstrate the ability to work as a team member when completing marketing tasks.</p> <p>4) Business Graduate Survey will be conducted every 2 years beginning spring 2006 using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate teamwork skills will be tabulated and</p>	<p>This survey will be conducted upon the completion of the Business Graduate Survey. The Division held preliminary discussions regarding the survey in 2004-05. Representatives from each area of study in the Division provided input into the development of the survey in 2005-06.</p> <p>This survey is currently in progress. The Division held discussions regarding the survey from 2000-01 to 2004-05. Representatives from each area of study in the Division provided input into the development of the survey in 2005-06.</p>	<p>video lectures, service learning activities, and internet assignments. Faculty will take advantage of faculty development opportunities and will use current text books and instructional materials.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p>
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	<p>cross-tabulated. Comparisons will be made with results of Employer Survey. Once a baseline is established, data will be compared to previous years' results. At least 90% of marketing majors will report that the College of Business program enhanced their ability to work as a team member when completing marketing tasks.</p>		
<p>Demonstrates problem solving, communication, and planning skills necessary for developing marketing strategies and a comprehensive marketing plan.</p>	<p>1) MFT testing will be annually. Students will score in the 50th percentile on the Major Field Achievement Test (MFT). <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors.</i></p> <p>2) Majors take classes that require students to use problem solving, communication, and planning skills. Examine course syllabi.</p>	<p>The major field test was administered to COB students in 2003-04 and 2004-05. Based on the results, the Dean chose to require the test of all COB students for us as an assessment tool.</p> <p>Data were analyzed by Chair and faculty representative. On average, marketing majors scored in the 50th percentile of the MFT. Marketing students performed the best in the areas of Management Core Concepts, Legal and Social Environment, Marketing Core Concepts, and Quantitative Business Analysis. Results showed weaknesses in the areas of Finance, Economics, Accounting, and International Issues.</p> <p>From 2000-01 to 2005-06 some senior level courses have required students to solve problems through case applications and projects (Mkt 330, 488, 499). In 2003-04, online classes allowed additional focus</p>	<p>Economics professors will be encouraged to continue offering help sessions. Students will be encouraged to review core economics concepts. An International Business and Development track has been added to the Management major providing opportunities for exposure to international concepts. The results will be shared with the Division of Accountancy, Finance, and Computer Information Systems for their review and action.</p> <p>The number of assignments will be increased that require problem solving, communication, and planning skills. Professors will adjust their assignments to reflect the use of these</p>

	<p>3) Employer Survey will be conducted every 5 years beginning spring 2006 using a mail survey. Mailing list will be obtained from MKT graduates, career services and internship records from the past 5 years. Results of a series of questions designed specifically to rate problem solving, communication and planning skills will be tabulated and cross-tabulated. Comparisons will be made with results of Business Graduate Survey. At least 75% of the employers will report that marketing majors demonstrate problem solving, communication, and planning skills necessary for developing marketing strategies and a comprehensive marketing plan.</p>	<p>on these skills. In 2005-06, most of the major classes required use of these skills.</p> <p>This survey is currently in progress. The Division held preliminary discussions regarding the survey in 2004-05. Representatives from each area of study in the Division provided input into the development of the survey in 2005-06.</p>	<p>skills by students. Faculty will choose from the following instructional methods: guest speakers, cases, written assignments, online components, video lectures, service learning activities, and internet assignments. Faculty will take advantage of faculty development opportunities and will use current text books and instructional materials.</p> <p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p>
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	<p>4) Business Graduate Survey will be conducted every 2 years beginning spring 2006 using a mail survey. Mailing list of graduates from the past 5 years will be obtained from Alumni and department records. Results of a series of questions designed specifically to rate problem solving, communication and planning skills will be tabulated and cross-tabulated. Comparisons will be made with results of Employer Survey. At least 90% of marketing majors will report that the College of Business program enhanced their ability problem solving, communication, and planning skills necessary for developing marketing strategies and a comprehensive marketing plan.</p> <p>5) Students will complete a Marketing Senior Portfolio annually.</p> <p>6) At least 80% of marketing majors will earn credit on The Writing Proficiency Examination.</p>	<p>This survey is currently in progress. The Division held discussions regarding the survey from 2000-01 to 2004-05. Representatives from each area of study in the Division provided input into the development of the survey in 2005-06.</p> <p>The marketing curriculum committee held discussions regarding the portfolio in 2005-06. This will begin in the fall 2008 semester.</p> <p>50% of marketing majors passed the Writing Proficiency Examination in 2003-04.</p> <p>20% of marketing majors passed the Writing Proficiency Examination in 2004-05.</p> <p>30% of marketing majors passed the Writing Proficiency Examination in 2005-06.</p>	<p>The feedback from this survey will be analyzed and necessary adjustments will be made to the curriculum to improve the learning process.</p> <p>Full-time marketing faculty will conduct examination and assessment of portfolios as proficient, adequate or unacceptable.</p> <p>Faculty will require students to complete written assignments such as responding to short answer questions, completing discussion questions on exams, case studies, research papers and online assignments as part of course requirements. Faculty will continue to require these assignments and will be encouraged to do more of the same.</p>
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