

## ASSESSMENT REPORT 2014-2015

### **Business Undergraduate: Marketing Concentration**

(Instructional Degree Program)

### **BBA**

(Degree Level)

#### **Program Mission:**

New Mexico Highlands University's Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. Our mission is to become the best small school of business in the southwest and to prepare students to be confident, competent, ethical, and responsible business decision-makers, managers, leaders, and agents of economic and social betterment in today's changing global business environment.

#### **Student Learning Outcome 1:**

Marketing students understand and can analyze ethical issues involved in the marketing profession.

#### **NMHU Traits Specifically Linked to Student Learning Outcome 1**

- Effective Communication Skills
- Critical and Reflective Thinking Skills

#### **First Means of Assessment for Outcome 1:**

Test scores on Ethics or scores from Case Studies in MKTG 302. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

#### **Summary of Data:**

Number of Students Meeting Criterion:	57	Number of Students Not Meeting Criterion:	10
Total Number of Students Assessed:	67	Percent of Students Meeting Criterion:	85.1%

#### **Second Means of Assessment for Outcome 1:**

Ethical Dilemma Case studies in MKTG 474. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

#### **Summary of Data:**

Number of Students Meeting Criterion:	6	Number of Students Not Meeting Criterion:	3
Total Number of Students Assessed:	9	Percent of Students Meeting Criterion:	66.7%

**Interpretation of Results for Outcome 1:**

For the first means of outcome 1 in MKTG 302, the percentage decreased about 2% (from 87.7% last year to 85.1% this year). This is a negligible decrease. Overall performance continues to show that students are performing extremely well.

For our second means of assessment for Outcome 1, MKTG 474, there was no percentage change from the previous year as the results were 66.7% as well. The sample size did increase from 3 to 9 students. As the overall performance seems to have suffered for 2 years in a row, we might seek to change evaluation techniques such as by reducing the number of case studies and increasing the number of exams as students seem to perform better in Exams than with the case studies.

**Student Learning Outcome 2:**

Marketing students can identify the internal and external influences on consumer behavior, understand the processes of consumer decision making, and analyze the influences of consumer behavior on a specific marketing strategy.

**NMHU Traits Specifically Linked to Student Learning Outcome 2**

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills

**First Means of Assessment for Outcome 2:**

Understanding the internal and external influences on CB-test in MKTG 302. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

**Summary of Data:**

Number of Students Meeting Criterion:	56	Number of Students Not Meeting Criterion:	11
Total Number of Students Assessed:	67	Percent of Students Meeting Criterion:	83.6%

**Second Means of Assessment for Outcome 2:**

Apply influences of Consumer Behavior in Media Plan with Advertisements in MKTG 473. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

**Summary of Data:**

Number of Students Meeting Criterion:	4	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	4	Percent of Students Meeting Criterion:	100%

**Third Means of Assessment for Outcome 2:**

Synthesize the influences of CB on marketing decision making: Mean of Midterm and Final for MKTG 415. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

**Summary of Data:**

Number of Students Meeting Criterion:	5	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	5	Percent of Students Meeting Criterion:	100%

**Interpretation of Results for Outcome 2:**

For the first means of outcome 2 in MKTG 302 (Principles of Marketing), the percentage decreased about 4% (from 87.7% last year to 83.6% this year). This is a negligible decrease. Overall performance continues to show that students are performing extremely well.

For our second means of assessment, all students in MKTG 473, which is the same performance as the preceding year, demonstrated the ability to understand and apply the influences of consumer behavior on a marketing strategy through the development of a media plan.

For the third means of outcome 2 in MKTG 415 (Consumer Behavior), the percentage is 100%, which is the same as the number last year. The small class made more direct interactions between the teacher and students.

**Student Learning Outcome 3:**

Marketing Students understand and are able to analyze components of the Marketing Mix within the context of the marketing process.

**NMHU Traits Specifically Linked to Student Learning Outcome 3**

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills

**First Means of Assessment for Outcome 3:**

Understand the components of the Marketing Mix-Test in MKTG 302. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

**Summary of Data:**

Number of Students Meeting Criterion:	60	Number of Students Not Meeting Criterion:	7
Total Number of Students Assessed:	67	Percent of Students Meeting Criterion:	89.6%

**Second Means of Assessment for Outcome 3:**

Apply Marketing Mix strategies in Social Media Strategies- Case presentations scores in MKTG 446. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

**Summary of Data:**

Number of Students Meeting Criterion:	13	Number of Students Not Meeting Criterion:	2
Total Number of Students Assessed:	15	Percent of Students Meeting Criterion:	86.7%

**Third Means of Assessment for Outcome 3:**

Apply Marketing Mix strategies to online marketing-MKTG 451 scores on Website Creation, Marketing and Analytics. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

**Summary of Data:**

Number of Students Meeting Criterion:	11	Number of Students Not Meeting Criterion:	2
Total Number of Students Assessed:	13	Percent of Students Meeting Criterion:	84.6%

**Interpretation of Results for Outcome 3:**

For the first means of outcome 3 in MKTG 302 (Principles of Marketing), the percentage increased about 2% (from 87.7% last year to 89.6% this year). This is a negligible decrease. Overall performance continues to show that students are performing extremely well.

For our second means of assessment, in MKTG 446 86.7% students successfully met this criterion. In the preceding year, only 50% of students met the criterion; however, this rate was based upon a sample size of only 6 students and adversely impacted by a couple students that never attended the course or missed significant portions of the course. While our sample size in the current year is also relatively small, the current year demonstrates that students are overwhelming meeting the criterion.

For our third means of assessment, in MKTG 451 84.6% of students met the criterion. In the preceding year, all of the six students assessed met the criterion. While our current year represents a reduced success rate, the fact of the matter is that both years are based upon very small sample sizes. Overall, it is fair to say that students are performing very successfully on this criterion.

**Student Learning Outcome 4:**

Marketing students can understand a complex set of marketing problems, can analyze available marketing information, and can synthesize this information into a marketing strategy as part of a comprehensive and cohesive marketing plan.

### **NMHU Traits Specifically Linked to Student Learning Outcome 4**

- Mastery of Content Knowledge and Skills
- Effective Communication Skills
- Critical and Reflective Thinking Skills

#### **First Means of Assessment for Outcome 4:**

Successful completion of Comprehensive Marketing Project in Marketing 484. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

#### **Summary of Data:**

Number of Students Meeting Criterion:	8	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	8	Percent of Students Meeting Criterion:	100%

#### **Second Means of Assessment for Outcome 4:**

Successful completion of Advertising and Media plan in MKTG 473. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

#### **Summary of Data:**

Number of Students Meeting Criterion:	4	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	4	Percent of Students Meeting Criterion:	100%

#### **Third Means of Assessment for Outcome 4:**

Means of Midterm and Final in MKTG 484. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

#### **Summary of Data:**

Number of Students Meeting Criterion:	8	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	8	Percent of Students Meeting Criterion:	100%

#### **Interpretation of Results for Outcome 4:**

For the first and third means of outcome 4 in MKTG 484 (Marketing Management), the percentage is 100%, which is the same as the number last year. The small class made more direct interactions between the teacher and students. Therefore, the high quality of the class can be maintained.

For our second means of assessment, in MKTG 473 100% (4 of 4) of the students met the criterion measured. This is an improvement over the preceding year when 83.3% (5 of 6) met the criterion. However, again it should be noted that both of these years represent extremely small sample sizes.