

ASSESSMENT REPORT 2015 – 2016

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 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.

Traits Specifically Linked to Student Learning Outcome 1

- Mastery of Content Knowledge and Skills
- Effective Communication Skills
- Critical and Reflective Thinking Skills
- Effective Use of Technology
- Team Work
- Quantitative or Qualitative Analysis

First Means of Assessment for Outcome 1:

Successful completion of Advertising and Media plan in MKTG 473 Advertising. Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	12	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	12	Percent of Students Meeting Criterion:	100%

Second Means of Assessment for Outcome 1:

Successful completion of Comprehensive Marketing Project in MKTG 484 Marketing Management. Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Summary of Data Fall 2015:

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%

Interpretation of Results for Outcome 1:

All students in MKTG 473 Advertising successfully demonstrated Student Learning Outcome 1 by successfully developing a media plan for an organization of their choice. This result shows evidence of success. However, in an effort to continually improve the course I solicited student feedback at the end of the course. Based upon student feedback, I will be adding additional recourses to supplement our in-class experience. We will further embrace using news aggregators and share relevant information in our Facebook group.

As to the second means of assessment for the comprehensive marketing plan, MKTG 484 was the first and third means in the outcome assessment plan of the last year. The same as last year, the percentage is 100% this year. This may be due to two reasons: 1) small class having more direct interactions with students; 2) a clear marketing project map with several good examples. To make the assessment means more challengeable, in the future, we may consider requiring students to observe and analyze the comprehensive marketing activities of a real word product/service. Then use inductive and deductive reasoning to predict the developing of the product/service.

Student Learning Outcome 2:

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

Traits Specifically Linked to Student Learning Outcome 1

Effective Communication Skills
Critical and Reflective Thinking Skills
Team Work
Quantitative or Qualitative Analysis

First Means of Assessment for Outcome 2:

Ethical Dilemma Case studies in MKTG 415 Consumer Behavior. Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	20	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	20	Percent of Students Meeting Criterion:	100%

Second Means of Assessment for Outcome 2:

Marketing project in MKTG 451 Internet Marketing Strategies. Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	9	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	10	Percent of Students Meeting Criterion:	90%

Interpretation of Results for Outcome 2:

As to the first assessment means for the outcome of ethics, MKTG 415 was a newly added assessment means after modifying the outcome assessment plan of the last year. Combining the ethical issues and consumer behavior, the instructor used few questions of ethics in a consumer behavior case to assess the ethical outcome. This may be the reason that 100% of students reached the requirement (70% or better). To improve the assessment means, in the future, we may use a purely ethical case to assess the ethical outcome.

9 out of 10 students in MKTG 451 Internet Marketing strategies successfully demonstrated an understanding of Student Learning Outcome 2. This result shows evidence of success. However, in an effort to continually improve the course I solicited student feedback at the end of the course. Based upon student feedback, I will be adding additional options to supplement our in-class experience. We will further embrace using news aggregators and share relevant information in our Facebook group.

Student Learning Outcome 3:

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 3

Mastery of Content Knowledge and Skills
Critical and Reflective Thinking Skills
Team Work
Quantitative or Qualitative Analysis

First Means of Assessment for Outcome 3:

Successful synthesize the influences of consumer behavior on marketing decision making. Mean of Midterm and Final exams for MKTG 415 Consumer Behavior. Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	19	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	20	Percent of Students Meeting Criterion:	95%

Second Means of Assessment for Outcome 3:

Successful completion of Advertising and Media plan in MKTG 473 Advertising. Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	12	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	12	Percent of Students Meeting Criterion:	100%

Interpretation of Results for Outcome 3:

As to the first assessment means for the consumer behavior, MKTG 415 was the third means in the outcome assessment plan of the last year. Compared with 100% in the last year, the percentage is 95% this year. This may be explained by two reasons: 1) the number of students increased from 5 to 20; 2) few students have personal issues which are out of the instructor's control, so they failed the exams. To improve the assessment means, in the future, we may modify the difficulty of the exams and try to help students' personal issues.

All students in MKTG 473 Advertising successfully met Student Outcome 3 by successfully developing a media plan for an organization of their choice. This result shows evidence of success. However, in an effort to continually improve the course I solicited student feedback at the end of the course. Based upon student feedback, I will be adding additional recourses to supplement our in-class experience. We will further embrace using news aggregators and share relevant information in our Facebook group.