

ASSESSMENT REPORT AY 2015 - 2016

Business Graduate: Marketing Concentration

(Instructional Degree Program)

MBA

(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 case study analysis in MKTG 546 Social Media. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	9	Number of Students Not Meeting Criterion:	2
Total Number of Students Assessed:	11	Percent of Students Meeting Criterion:	81.9%

Second Means of Assessment for Outcome 1:

Successful completion of Comprehensive Marketing Project in MKTG 551 Internet Marketing Strategies. Criterion measure: 75% of students will earn 80% 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 1:

Students successfully demonstrated an understanding of the complexities involved in the marketing process. 9 out of 11 students in MKTG 546 Social Media successfully applied knowledge attained through the course in a case study evaluating a successful social media marketing campaign 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.

In MKTG 551 Internet Marketing Strategies, all students successfully completed a marketing project inclusive of strategy, actual website design, publishing content, online marketing and using analytics to quantify their efforts. 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.

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 515 Consumer Behavior. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	7	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	7	Percent of Students Meeting Criterion:	100%

Second Means of Assessment for Outcome 2:

Ethical Dilemma Case studies in MKTG 551 Internet Marketing Strategies. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data Fall 2016:

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

Assessed:		Criterion:	
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Interpretation of Results for Outcome 2:

The outcome assessment plan for graduate Marketing concentration was created in the academic year of 2015-2016. As to the first assessment means (MKTG 515) for the outcome of ethics, the instructor used few questions of ethics in a consumer behavior case to assess the ethical outcome because ethics is in all kinds of issues. 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.

In MKTG 551 Internet Marketing Strategies, all students successfully understood and applied ethics in the context of marketing. This was accomplished by using an ethical dilemma case study and applying ethical concepts in practice. 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.

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:

Successfully synthesize the influences of consumer behavior on marketing decision making. Mean of Midterm and Final exams for MKTG 515 Consumer Behavior. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	6	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	7	Percent of Students Meeting Criterion:	85.7%

Second Means of Assessment for Outcome 3:

Successfully synthesize the influences of consumer behavior in the context of social media. Demonstrated through case study analysis in MKTG 546 Social Media. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	9	Number of Students Not Meeting Criterion:	2
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Total Number of Students Assessed:	11	Percent of Students Meeting Criterion:	81.8%
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Interpretation of Results for Outcome 3:

The outcome assessment plan for graduate Marketing concentration was created in the academic year of 2015-2016. As to the first assessment means (MKTG 515) for the consumer behavior, the percentage is 85.7% this year. This may be explained by two reasons: 1) the percentage in a small class is skewed by one or two individual; 2) the only one student failed the exams due to personal issues which are out of the instructor's control. To improve the assessment means, in the future, we may modify the difficulty of the exams and try to help students' personal issues.

9 out of 11 students met the outcome assessment in MKTG 546 Social Media. Students successfully demonstrated an understanding of consumer behavior. This was accomplished by researching a presenting a case study of a successful social media marketing campaign. 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.