

ASSESSMENT REPORT Fall 2016

Business Graduate: Marketing Concentration
(Instructional Degree Program)

MBA
(Degree Level)

Program Mission:

The Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. The department's goal is to be the best small business department in the Southwest, preparing students to be confident, competent, ethical and responsible 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:

MKTG 546 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2014	3	3	0	100.0%
Spring 2015	7	7	0	100.0%
Spring 2016	11	9	2	81.8%

Second Means of Assessment for Outcome 1:

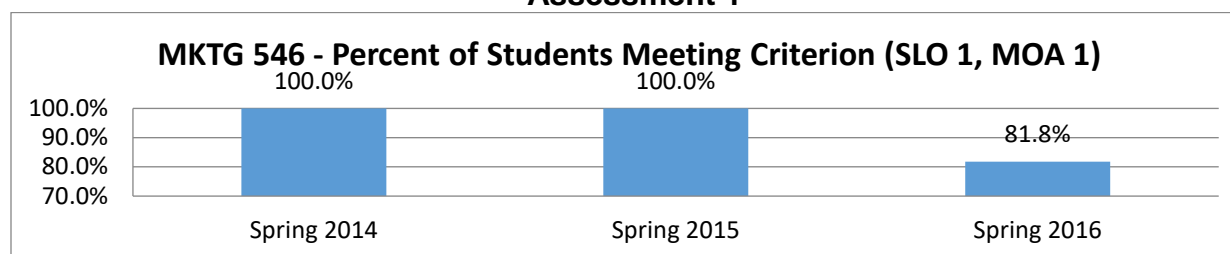
Successful completion of Comprehensive Marketing Project in MKTG 551 Internet Marketing Strategies. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

MKTG 551 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2014	2	2	0	100.0%
Fall 2015	12	12	0	100.0%
Fall 2016	9	9	0	100.0%

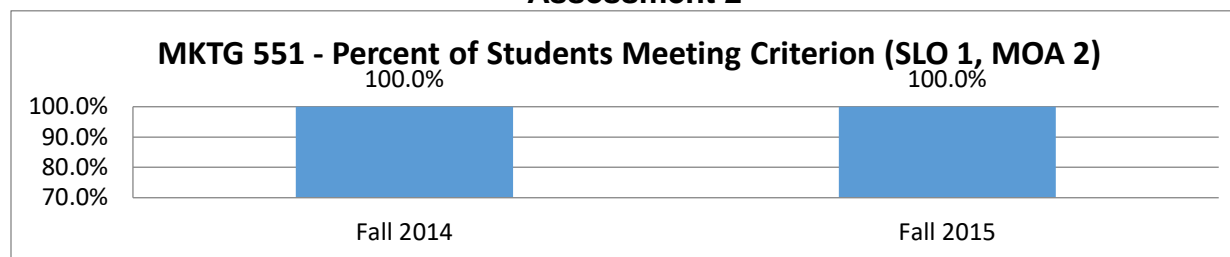
Interpretation of Results for Outcome 1:

Assessment 1



100% of student met or exceeded criterion spring semester 2014 and spring semester 2015. Based upon this information, student feedback and the ever changing marketing field, we continually evolve the courses to meet the demands of the marketing industry. In spring semester 2016, 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.

Assessment 2



In this second means of assessment for Outcome 1, students successfully demonstrated an ability to develop marketing strategy and implemented their strategy through practical application. Students worked in groups and were tasked with identifying opportunities in the larger market, developing a website, creating professional content showcasing an expertise in internet marketing, marketing their sites via online channels and quantifying their efforts with analytics. All students met this objective which is my expectation as I personally work one on

one with each group of students to ensure success. This course is continually evolving to mirror the field of internet marketing.

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:

MKTG 515 (SLO2 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2014	5	5	0	100.0%
Spring 2016	7	7	0	100.0%

Second Means of Assessment for Outcome 2:

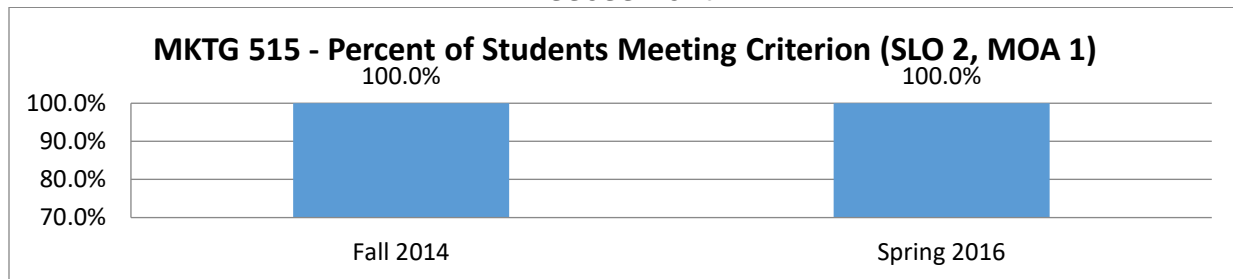
Ethical Dilemma Case studies in MKTG 551 Internet Marketing Strategies. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

MKTG 551 (SLO2 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2014	2	2	0	100.0%
Fall 2015	12	12	0	100.0%
Fall 2016	9	9	0	100.0%

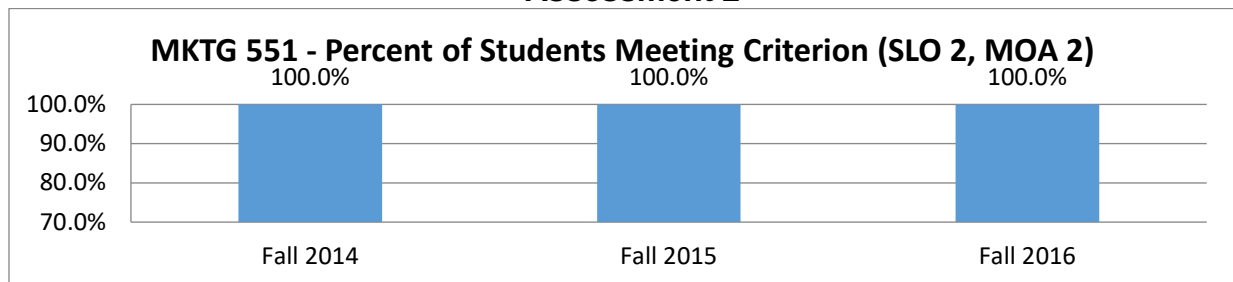
Interpretation of Results for Outcome 2:

Assessment 1



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.

Assessment 2



In this second means of assessment for Outcome 2, students learn about ethical issues involved in internet marketing and successfully apply best practices through practical application courtesy of their semester long group project. All students met this objective which is the expectation as faculty personally works one on one with each group of students to ensure success. This course is continually evolving to mirror the field of internet marketing.

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:

MKTG 515 (SLO3 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2014	5	5	0	100.0%
Spring 2016	7	7	0	100.0%

Second Means of Assessment for Outcome 3:

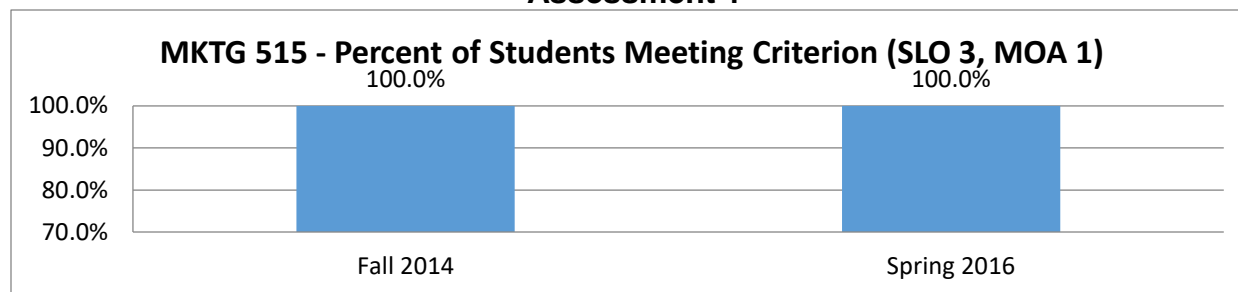
Successfully synthesize the influences of consumer behavior in the context of social media. Demonstrated through case study analysis in MKTG 546 Social Media. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

MKTG 546 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2014	3	3	0	100.0%
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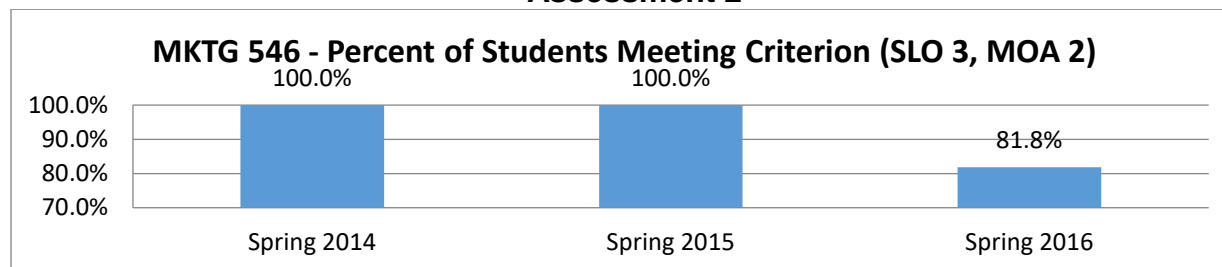
Interpretation of Results for Outcome 3:

Assessment 1



Zero students registered for MKTG 515 in AY 2013-2014. Five students registered for the class fall 2014 and seven students in spring 2016. This showed the result of encouraging students to major in Marketing. All students reached the requirement the criterion measure. We will continue to make improvement to these classes due to the ever changing marketing field.

Assessment 2



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 and 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 faculty solicits student feedback at the end of the course. Based upon student feedback, faculty 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.

Utilization of Results:

The Department of Business Administration reviews outcome assessment results every semester. Outcomes assessment results have been utilized to improve student learning in a variety of ways including improvements to course content and delivery, an increased emphasis on ethics and globalization, changes and improvements in the business administration curriculum. Based on the reviews the Department's outcomes assessment plans were revised in fall semester 2012, fall semester 2015, and again in spring semester 2017. Importantly, revisions included changes based on prior outcomes assessment results.

Changes to Program Based on Results:

During the fall semester 2016 the Department conducted a comprehensive review of its curriculum for the MBA concentrations. The purpose of the review was to align the program's requirements with the university's overall graduation and ACBSP requirements, to provide greater flexibility for students in pursuing courses of interest, and to align the curriculum with the Department's capacity to dependably and regularly deliver the curriculum, all of which benefit student learning. The revised curriculum increased emphasis on ethics and globalization.

Improvements in course content and delivery: Faculty has made modifications to individual course requirements and means of assessments in several courses based on outcomes assessment results.

The Department is using the worldwide Business Strategy Game as a means of external assessment in the MBA capstone course. Means of assessment was changed to assess the year-to-date score in year 18 (final year students play game). Prerequisites were added to the MBA capstone course so students have a stronger foundation in business principles before competing in the Business Strategy Game. With a stronger foundation in business principles students complete the Business Strategy Game with a higher success rate.

Increased availability of tutoring services: The Department's faculty and graduate assistants provide students with tutoring support.

The Department requires use of Desire2Learn, the University's online course learning management system, by all faculty for all course, whether traditional, hybrid or online.

Retention Strategies:

Continue utilizing outcomes assessment results as a means of improving student learning and the quality of education in the Department of Business Administration.

The Department of Business faculty will respond to student email and phone messages within 24 hours during the work week. Email and phone messages received on weekends and holidays will be returned the next work day.

Department of Business faculty will effectively advise students toward degree completion. Students are assigned an academic advisor in their chosen concentration area. By 9th week of the semester, advisees are contacted by academic advisor.

Department of Business faculty will participate in university activities and programs aimed at increasing retention.

Department of Business faculty and staff will provide excellent customer service to all students.

In spring 2017, monthly "Coffee with the Dean" hour for students was established and "Welcome Back Student BBQ" was reinstated. Both were a huge success and will continue. Having regular informal meetings with students leads to shared information and sense of being valued and belonging.