

ASSESSMENT REPORT Fall 2016

Business Undergraduate: Marketing Concentration
(Instructional Degree Program)

BBA
(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 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:

MKTG 473 (SLO1 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	4	4	0	100.0%
Fall 2015	12	12	0	100.0%
Fall 2016	14	14	0	100.0%

Second Means of Assessment for Outcome 1:

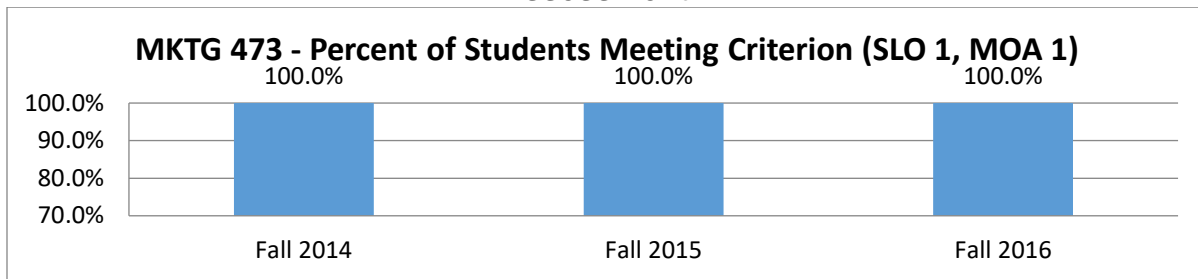
Successful completion of Comprehensive Marketing Project in MKTG 484 Marketing Management. Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Summary of Data:

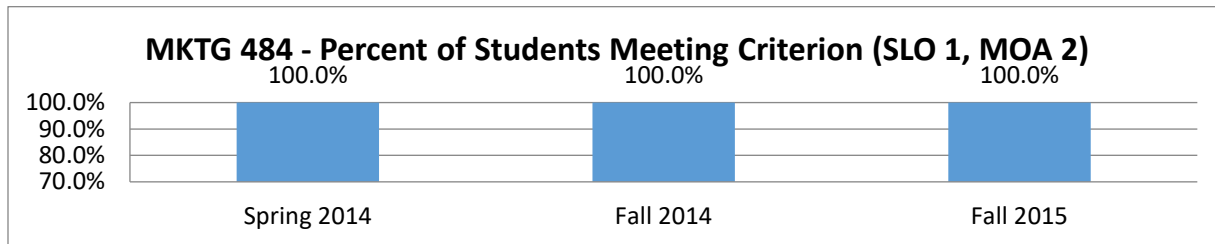
MKTG 484 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2014	4	4	0	100.0%
Fall 2014	8	8	0	100.0%
Fall 2015	4	4	0	100.0%

Interpretation of Results for Outcome 1:

Assessment 1



Assessment 2



In both 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 working on behalf of an organization of their choice. Students were tasked with developing an overall marketing strategy, creative strategy, media plan and the creation of actual advertisements. All students, as in previous semesters, met this objective which is the expectation as faculty personally work one on one with each group of students to ensure success. This course continually evolves based upon end of semester feedback from students. For instance, we continue to embrace the use of social media to both facilitate and augment the course.

Student Learning Outcome 2:

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

Traits Specifically Linked to Student Learning Outcome 2

- 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:

MKTG 415 (SLO2 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2016	20	20	0	100.0%

Second Means of Assessment for Outcome 2:

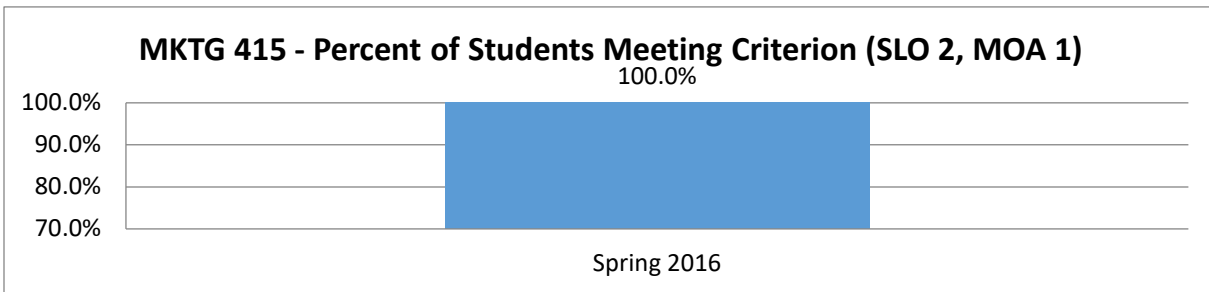
Marketing project in MKTG 451 Internet Marketing Strategies. Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Summary of Data:

MKTG 451 (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	13	11	2	84.6%
Fall 2015	10	9	1	90.0%
Fall 2016	13	12	1	92.3%

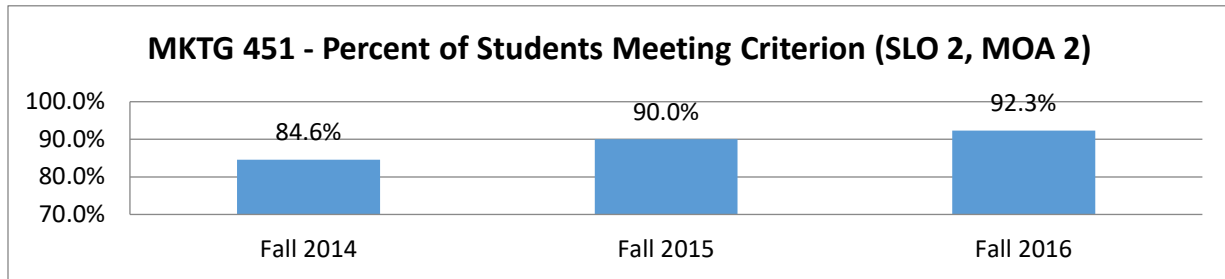
Interpretation of Results for Outcome 2:

Assessment 1



As to the first means of assessment 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.

Assessment 2



In this second means of assessment for Outcome 2, students learn about ethical issues involved in internet marketing and consumer behavior to successfully apply best practices through practical application courtesy of their semester long group project and ethical dilemma cases respectively. 12 out of 13 students met this objective which is in line with past performance and my expectations as I personally work one on one with each group of students to ensure success. The one student that did not meet this assessment in fall semester 2016 did not participate in the course. Otherwise, this course is continually evolving to mirror the field 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.

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:

MKTG 415 (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 2013	7	7	0	100.0%
Fall 2014	5	5	0	100.0%
Spring 2016	20	19	1	95.0%

Second Means of Assessment for Outcome 3:

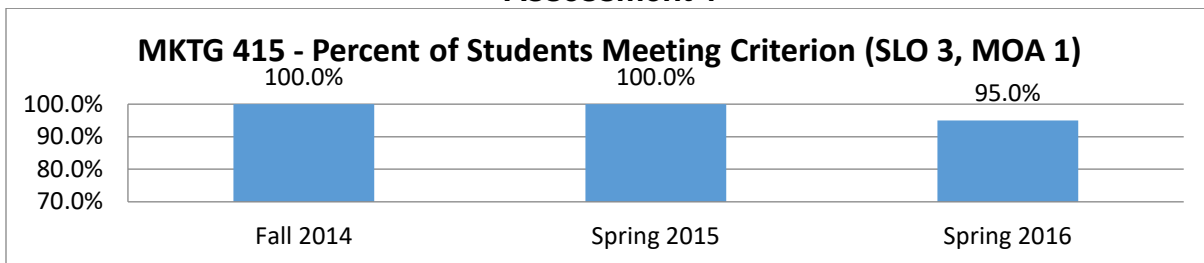
Successful completion of Advertising and Media plan in MKTG 473 Advertising. Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Summary of Data:

MKTG 473 (SLO3 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	4	4	0	100.0%
Fall 2015	12	12	0	100.0%
Fall 2016	14	13	1	92.9%

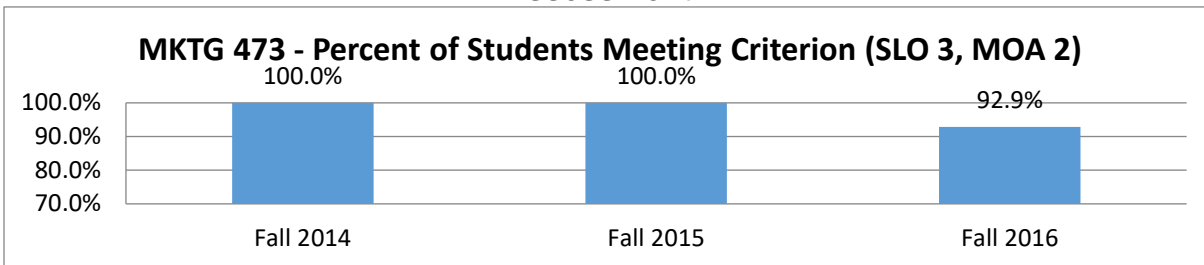
Interpretation of Results for Outcome 3:

Assessment 1



As to the first means of assessment for the MKTG 415, Consumer Behavior 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.

Assessment 2



In this second means of assessment for Outcome 3, students successfully developed their marketing strategy based upon an understanding of the consumer decision making process and consumer behavior. Students worked in groups on a semester long project working on behalf of an organization of their choice. Students developed an overall marketing strategy - segmenting the larger market, developing a targeting strategy and developing a positioning strategy. Students were then tasked with developing a creative strategy, media plan and the creation of actual advertisements to support both the creative strategy and the media plan. 13 out of 14 students met this objective which is in line with past performance and my expectations as I personally work one on one with each group of students to ensure success. The one student that did not meet this assessment did not participate in the course. This course continually

evolves based upon end of semester feedback from students. For instance, we continue to embrace the use of social media to both facilitate and augment the course.

Utilization of Results:

An annual review of outcome assessment results lead to revision of outcomes assessment plans in fall semester 2012, fall semester 2015, and again in spring semester 2017. 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, and to changes and improvements in the business administration curriculum. . 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 BBA 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 to 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. The revised curriculum increased emphasis on ethics and globalization.

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

Business Strategy Game: The Department is using the Business Strategy Game as a means of external assessment in the BBA capstone course 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 Administration reduced the credit hour requirements for the BBA degree from 75 to 69 credit hours. The change allows students greater flexibility in pursuing courses of interest.

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 BBA 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.