

ASSESSMENT PLAN
Spring 2017 – Summer 2018

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:

Students will analyze complex marketing problems and marketing information to develop marketing strategies.

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
- Teamwork
- Quantitative or qualitative analysis

First Means of Assessment for Outcome 1:

Advertising and media plan in MKTG 573, Advertising. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Second Means of Assessment for Outcome 1:

Comprehensive marketing project in MKTG 651, Managerial Internet Marketing Strategies. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Student Learning Outcome 2:

Students will analyze ethical issues involved in the marketing profession.

Traits Specifically Linked to Student Learning Outcome 1

- Effective communication skills
- Critical and reflective thinking skills
- Teamwork
- Quantitative or qualitative analysis

First Means of Assessment for Outcome 2:

Average score on ethical Dilemma case studies in MKTG 515, Consumer Behavior. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Second Means of Assessment for Outcome 2:

Application of ethical principles in comprehensive marketing project in MKTG 651, Managerial Approach to Internet Marketing Strategies. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Student Learning Outcome 3:

Students will identify the internal and external influences on consumer behavior, 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

Effective communication skills

Teamwork

Quantitative or qualitative analysis

First Means of Assessment for Outcome 3:

Average score of midterm and final exams for MKTG 515, Consumer Behavior.. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Second Means of Assessment for Outcome 3:

Score on comprehensive marketing plan in MKTG 651, Managerial Approach to Internet Marketing Strategies. Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Revised Spring 2017