

ASSESSMENT PLAN

Spring 2017 – Summer 2018

BBA Marketing Concentration
(Instructional Degree Program)

Undergraduate
(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 use marketing concepts and strategies to analyze marketing problems and develop 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:

Advertising and media plan in MKTG 473, Advertising.

Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Second Means of Assessment for Outcome 1:

Comprehensive marketing project in MKTG. 484, Marketing Management.

Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Student Learning Outcome 2:

Students will analyze ethical issues 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 study in MKTG 415, Consumer Behavior.

Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Second Means of Assessment for Outcome 2:

Assignment related to ethical issues in MKTG 489 Strategic Brand Management.

Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Student Learning Outcome 3:

Students will identify the internal and external influences on consumer behavior and explain 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:

Mean score on midterm and final exams in MKTG 415, Consumer Behavior.

Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Second Means of Assessment for Outcome 3:

Comprehensive marketing project in MKTG 451, Internet Marketing Strategies.

Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Revised Spring 2017