

# ASSESSMENT REPORT

## 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.

### **Summary of Data:**

| MKTG 573<br>(SLO1 MOA1)<br>Data Points | Total<br>Number of<br>Students<br>Assessed | Number of<br>Students<br>Meeting<br>Criterion | Number of<br>Students Not<br>Meeting<br>Criterion | % of<br>Students<br>Meeting<br>Criterion |
|--|--|---|---|--|
| Spring 2017                            | 6  | 6   | 0   | 100.0%                                   |
| Fall 2017                              | 5  | 5   | 0   | 100.0%                                   |
| Spring 2018                            | 7  | 7   | 0   | 100.0%                                   |
| Total                                  | 18   | 18  | 0   | 100.0%                                   |

### **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.

**Summary of Data:**

| MKTG 651<br>(SLO1 MOA2)<br>Data Points | Total<br>Number of<br>Students<br>Assessed | Number of<br>Students<br>Meeting<br>Criterion | Number of<br>Students Not<br>Meeting<br>Criterion | % of<br>Students<br>Meeting<br>Criterion |
|--|--|---|---|--|
| Fall 2017                              | 20   | 19  | 1   | 95.0%                                    |
| Spring 2018                            | 19   | 19  | 0   | 100.0%                                   |
| Total                                  | 39   | 38  | 1   | 97.4%                                    |

**Interpretation of Results for Outcome 1:**

In MKTG 573, all students (100%) were able to analyze complex marketing problems and marketing information to develop marketing strategies as demonstrated through the development of a media plan for an organization of their choice. In MKTG 651, 38 of 39 (97%) students were able to analyze complex marketing problems and marketing information to develop marketing strategies as demonstrated via creating a website, developing content showcasing an expertise in internet marketing, marketing their content and quantifying via analytics. The instructor may consider giving students more challenging topics, contents, or requirements.

**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.

**Summary of Data:**

| MKTG 515<br>(SLO2 MOA1)<br>Data Points | Total<br>Number of<br>Students<br>Assessed | Number of<br>Students<br>Meeting<br>Criterion | Number of<br>Students Not<br>Meeting<br>Criterion | % of<br>Students<br>Meeting<br>Criterion |
|--|--|---|---|--|
| Spring 2017                            | 10   | 10  | 0   | 100.0%                                   |
| Spring 2018                            | 10   | 10  | 0   | 100.0%                                   |
| Total                                  | 20   | 20  | 0   | 100.0%                                   |

**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.

**Summary of Data:**

| MKTG 651<br>(SLO2 MOA2)<br>Data Points | Total<br>Number of<br>Students<br>Assessed | Number of<br>Students<br>Meeting<br>Criterion | Number of<br>Students Not<br>Meeting<br>Criterion | % of<br>Students<br>Meeting<br>Criterion |
|--|--|---|---|--|
| Fall 2017                              | 20   | 19  | 1   | 95.00%                                   |
| Spring 2018                            | 19   | 19  | 0   | 100.00%                                  |
| Total                                  | 39   | 38  | 1   | 97.40%                                   |

**Interpretation of Results for Outcome 2:**

IN MKTG 515, all students (100%) successfully analyzed ethical issues involved in the marketing profession as related to consumer behavior. In MKTG 651, 38 of 39 (97.4%) students successfully applied ethical principles in our comprehensive marketing project described above. Both reached the goal of 75%. The high percentages may due to students' awareness of ethics in work environment. The instructor may consider giving students more challenging topics, contents, or requirements.

**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.

**Summary of Data:**

| MKTG 515<br>(SLO3 MOA1)<br>Data Points | Total<br>Number of<br>Students<br>Assessed | Number of<br>Students<br>Meeting<br>Criterion | Number of<br>Students Not<br>Meeting<br>Criterion | % of<br>Students<br>Meeting<br>Criterion |
|--|--|---|---|--|
| Spring 2017                            | 10   | 10  | 0   | 100.0%                                   |
| Spring 2018                            | 10   | 8   | 2   | 80.0%                                    |
| Total                                  | 20   | 18  | 2   | 90.0%                                    |

**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.

**Summary of Data:**

| MKTG 651<br>(SLO3 MOA2)<br>Data Points | Total<br>Number of<br>Students<br>Assessed | Number of<br>Students<br>Meeting<br>Criterion | Number of<br>Students Not<br>Meeting<br>Criterion | % of<br>Students<br>Meeting<br>Criterion |
|--|--|---|---|--|
| Fall 2017                              | 20   | 19  | 1   | 95.00%                                   |
| Spring 2018                            | 19   | 19  | 0   | 100.00%                                  |
| Total                                  | 39   | 38  | 1   | 97.40%                                   |

**Interpretation of Results for Outcome 3:**

In MKTG 515, 18 of 20 (90%) students successfully identified the internal and external influences on consumer behavior, the processes of consumer decision making, and the influences of consumer behavior on marketing strategy. In MKTG 651, 38 of 39 (97.40%) students successfully identified and applied the internal and external influences on consumer behavior, the processes of consumer decision making, and the influences of consumer behavior on their marketing project as described above. Although the percentage of the first means (exam scores) is a little lower than that of the second means (marketing plan), both achieved the goal of 75%. The difference may be due to no flexibility in exams while more creative room in project.

Revised Spring 2017: mvr