

ASSESSMENT REPORT 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.

Summary of Data:

| MKTG 473 (SLO1 MOA1) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|--|--|---|---|--|
| Spring 2017 | 6 | 5 | 1 | 83.3% |
| Fall 2017 | 10 | 10 | 0 | 100.0% |
| Spring 2018 | 14 | 14 | 0 | 100.0% |
| Total | 30 | 29 | 1 | 96.7% |

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.

Summary of Data:

| MKTG 484 (SLO1 MOA2) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|--|--|---|---|--|
| Spring 2017 | 7 | 7 | 0 | 100.0% |
| Spring 2018 | 11 | 11 | 0 | 100.0% |
| Total | 18 | 18 | 0 | 100.0% |

Interpretation of Results for Outcome 1:

In MKTG 473, all student successfully completed the media plan project demonstrating an ability to apply marketing concepts and strategies. Students further successfully demonstrated the ability to analyze marketing problems and opportunities. The goal is successfully reached with an overall performance 96.7%. In Marketing 484, all students successfully completed the marketing plan project demonstrating an ability to both apply marketing concepts and strategies, and analyze marketing problems and opportunities. This performance is in-line with previous semesters (100%). In the future, the instructors may provide more challenging projects.

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.

Summary of Data:

| MKTG 415 (SLO2 MOA1) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|--|--|---|---|--|
| Spring 2017 | 21 | 20 | 1 | 95.2% |
| Spring 2018 | 23 | 19 | 4 | 82.6% |
| Total | 44 | 39 | 5 | 88.6% |

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.

Summary of Data:

| MKTG 489 (SLO2 MOA2) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|--|--|---|---|--|
| Fall 2017 | 9 | 9 | 0 | 100.0% |
| Total | 9 | 9 | 0 | 100.0% |

Interpretation of Results for Outcome 2:

In MKTG 415, the percentage (82.6%) in Spring 2018 is lower than that (95.2%) in Spring 2017, and overall 88.6% of students in the two Spring semester successfully demonstrated an understanding of ethical issues in the marketing profession. The goal is successfully reached. In MKTG 489, all students (100%) demonstrated an understanding of ethical issues in the marketing profession. In the future, the instructors may provide more challenging ethical cases or projects.

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.

Summary of Data:

| MKTG 415 (SLO3 MOA1) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|--|--|---|---|--|
| Spring 2017 | 21 | 20 | 1 | 95.2% |
| Spring 2018 | 23 | 19 | 4 | 82.6% |
| Total | 44 | 39 | 5 | 88.6% |

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.

Summary of Data:

| MKTG 451 (SLO3 MOA2) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|----------------------------------|-----------------------------------|--------------------------------------|--|---------------------------------|
| Fall 2017 | 18 | 14 | 4 | 77.8% |
| Total | 18 | 14 | 4 | 77.8% |

Interpretation of Results for Outcome 3:

In MKTG 415, 82.6% of students in Spring 2018 measured by their mid-term and final exams demonstrated the ability to identify the internal and external influences on consumer behavior. Further, they showed the ability to explain the processes of consumer decision making and analyze the influences of consumer behavior on a specific marketing strategy. This percentage is lower than Spring 2017 but acceptable and more than likely the result of a variance to be expected with a small sample size. MKTG 451 was taught Fall 2017. 14 of 18 students met this learning outcome as demonstrated on our internet marketing project. For the four students did not meet this learning outcome, 3 students stopped coming to class and 1 student was caught plagiarizing and given an F in the class. The goal was reached. In the future, the instructors may pay more attention on preventing from plagiarism.

Revised spring 2017 - mvr