

ASSESSMENT REPORT

Fall 2018 – Summer 2019

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 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2018	8	6	2	75.0%
Spring 2019	3	3	0	100.0%
Total	11	9	2	81.8%

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 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2018	27	26	1	96.3%
Spring 2019	21	21	0	100.0%
Total	48	47	1	97.9%

Interpretation of Results for Outcome 1:

The 82% of students successfully completed the media plan in MKTG 573. Those that did not complete the media plan did not participate in the course. The 98% of students in MKTG 651 successfully completed the comprehensive marketing project. The one student that did not complete the project, did not participate in the course.

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 (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 2019	9	9	0	100.0%
Total	9	9	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 (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 2018	27	26	1	96.3%
Spring 2019	21	21	0	100.0%
Total	48	47	1	97.9%

Interpretation of Results for Outcome 2:

The 100% of students successfully completed the ethical dilemma case studies in MKTG 515. The 98% of students in MKTG 651 successfully completed the comprehensive marketing project. The one student that did not complete the project, did not participate in the course.

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 (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 2019	9	9	0	100.0%
Total	9	9	0	100.0%

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 (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 2018	27	26	1	96.3%
Spring 2019	21	21	0	100.0%
Total	48	47	1	97.9%

Interpretation of Results for Outcome 3:

The 100% of students in MKTG 515 showed proficiency and ability to 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. The 98% of students in MKTG 651 successfully completed the comprehensive marketing project. The one student that did not complete the project, did not participate in the course.