

ASSESSMENT REPORT

Fall 2018 – Summer 2019

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
Fall 2018	20	16	4	80.0%
Spring 2019	6	5	1	83.3%
Total	26	21	5	80.8%

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
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Spring 2019	4	3	1	75.0%
Total	4	3	1	75.0%

Interpretation of Results for Outcome 1:

In MKTG 473, Advertising, over 80% of students met the criterion and demonstrated proficiency in understanding marketing concepts and strategies to analyze marketing problems. Further, students developed a comprehensive and cohesive marketing plan. Students not meeting this criterion are students that did not participate in the course.

In Marketing 484, this performance is 100% in previous year while 75% this year. The reason is that the instructor provided more challenging projects. However, the goal still reached.

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 2019	24	19	5	79.2%
Total	24	19	5	79.2%

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 2018	12	12	0	100.0%
Total	12	12	0	100.0%

Interpretation of Results for Outcome 2:

These 79.2% of students in MKTG 415 met the criterion and showed a proficiency in analyzing ethical issues in the marketing profession. The students that did not meet this criterion are students that did not participate in the course.

In MKTG 489, all students (100%, the same as that last year) 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 2019	24	19	5	79.2%
Total	24	19	5	79.2%

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 2018	26	19	7	73.1%
Total	26	19	7	73.1%

Interpretation of Results for Outcome 3:

These 79.2% of students in MKTG 415 met the criterion and showed a proficiency in identifying the internal and external influences on consumer behavior. Additionally, students were able to explain the processes of consumer decision making and analyze the influences of consumer behavior on a specific marketing strategy. The students that did not meet this criterion are students that did not participate in the course.

These 73.1% of students in MKTG 451 completed and showed a proficiency in their comprehensive marketing project - creating a website, writing or making video presentation on internet marketing, and then marketing their website content. The students that did not meet this criterion did not participate in the course.