

**Assessment Report
Fall 2019 – Spring 2020**

BBA – Marketing
(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
Quantitative or Qualitative Analysis
Teamwork

First Means of Assessment for Outcome 1:

Advertising and media plan in MKTG 4730 Advertising.

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

Summary of Data:

MKTG 4730 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2019	20	19	1	95.0%
Total	20	19	1	95.0%

Second Means of Assessment for Outcome 1:

Comprehensive marketing project in MKTG 4840 Marketing Management (Only offered during the Spring semesters).

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

Summary of Data:

MKTG 4840 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2020	15	15	0	100.0%

Total	15	15	0	100.0%
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Interpretation of Results for Outcome 1:

Students successfully demonstrated that they understood marketing concepts and could apply these concepts in a strategic fashion. Both means of assessment require students to analyze complex real world marketing problems faced by local businesses and develop a strategic approach in the form of an actionable plan. Students met this outcome. Despite the continued and overwhelming success, this is a good SLO as it asks students to address real world marketing problems through real world application of marketing concepts.

Student Learning Outcome 2:

Students will analyze ethical issues in the marketing profession.

Traits Specifically Linked to Student Learning Outcome 2:

- Effective Communication Skills
- Critical and Reflective Thinking Skills
- Quantitative or Qualitative Analysis
- Teamwork

First Means of Assessment for Outcome 2:

Ethical dilemma case study in MKTG 4150 Consumer Behavior (Only offered during the Spring semesters).

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

Summary of Data:

MKTG 4150 (SLO2 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2020	25	22	3	88.0%
Total	25	22	3	88.0%

Second Means of Assessment for Outcome 2:

Assignment related to ethical issues in MKTG 4890 Strategic Brand Management (Only offered during the Fall semesters).

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

Summary of Data:

MKTG 4890 (SLO2 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2019	N/A	N/A	N/A	N/A
Total	N/A	N/A	N/A	N/A

Interpretation of Results for Outcome 2:

Students were overwhelmingly successful in analyzing ethical issues in the context of the role of marketing. Ethics, given their importance to business and society, are an extremely important SLO.

MKTG 4890 Strategic Brand Management was canceled in the Fall 2019 semester due to low enrollment.

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.

Traits Specifically Linked to Student Learning Outcome 3

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills
- Quantitative or Qualitative Analysis
- Teamwork

First Means of Assessment for Outcome 3:

Mean score on midterm and final exams in MKTG 4150 Consumer Behavior (Only offered during the Spring semesters).

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

Summary of Data:

MKTG 4150 (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 2020	25	22	3	88.0%
Total	25	22	3	88.0%

Second Means of Assessment for Outcome 3:

Comprehensive marketing project in MKTG 4510 Internet Marketing Strategies.

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

Summary of Data:

MKTG 4510 (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 2019	17	17	0	100.0%
Total	17	17	0	100.0%

Interpretation of Results for Outcome 3:

The role that consumer behavior plays in marketing is stressed in both courses. This is a more foundational measurement and students overwhelmingly met these SLOs. Going forward, the

instructor will be open to potentially changing this SLO/MOAs and looking at measuring another foundational concept.