

**Assessment Report
Fall 2019 – Spring 2020**

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 5730 Advertising.

Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

MKTG 5730 (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	6	6	0	100.0%
Total	6	6	0	100.0%

Second Means of Assessment for Outcome 1:

Comprehensive marketing project in MKTG 6510 Managerial Internet Marketing Strategies.

Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

MKTG 6510 (SLO1 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	26	25	1	96.2%

Spring 2020	17	16	1	94.1%
Total	43	41	2	95.3%

Interpretation of Results for Outcome 1:

Based on the results, students successfully demonstrated that they could take complex, real world marketing problems and develop real world marketing strategies. Students develop a comprehensive marketing plan, creative plan, media plan, and actual advertisements. Further, students often work in teams. This SLO is a great outcome for the program as it measures the application of topics and concepts in projects that mirror the real world.

Student Learning Outcome 2:

Students will analyze ethical issues involved in the marketing profession.

Traits Specifically Linked to Student Learning Outcome 2:

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

First Means of Assessment for Outcome 2:

Average score on ethical Dilemma case studies in MKTG 5150 Consumer Behavior.
 Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

MKTG 5150 (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	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 6510 Managerial Approach to Internet Marketing Strategies.

Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

MKTG 6510 (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	26	25	1	96.2%
Spring 2020	17	16	1	94.1%
Total	43	41	2	95.3%

Interpretation of Results for Outcome 2:

Students overwhelmingly succeeded in meeting the requirements for SLO 2. Ethics are a critical component of business and a very important measurement for the marketing program.

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 5150 Consumer Behavior.
 Criterion measure: 75% of students will earn an 80% or better = meets the outcome.

Summary of Data:

MKTG 5150 (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	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 6510 Managerial Approach to Internet Marketing Strategies.
 Criterion Measure: 75% of students will earn an 80% or better = meets the outcome.

Summary of Data:

MKTG 6510 (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	26	25	1	96.2%
Spring 2020	17	16	1	94.1%
Total	43	41	2	95.3%

Interpretation of Results for Outcome 3:

Students overwhelmingly met the requirements for SLO 3. SLO 3 is a more specific measurement meant to ascertain whether students have an understanding and appreciation for consumer behavior and its importance to the marketing equation. As mentioned at the undergraduate level, we might consider looking at revising this measurement next spring when we revisit our plan.