

**Assessment Report
Fall 2020 – Spring 2021**

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 2020	17	15	2	88.2%
Spring 2021	6	5	1	83.3%
Total	23	20	3	87.0%

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
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Spring 2021	7	7	0	100.0%
Total	7	7	0	100.0%

Interpretation of Results for Outcome 1:

Students overwhelmingly met this SLO. However, in comparison with the preceding year, there were a few students who struggled. While this sample size is very small, we must also account for the fact that COVID-19 greatly impacted our student population. The success we have is a testament to the resiliency of NMHU and our students. With hindsight being 20/20, we all probably realize that we could have better approached the challenges faced by all during this pandemic.

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 2021	21	17	4	81.0%
Total	21	17	4	81.0%

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 2020	11	9	2	81.8%
Total	11	9	2	81.8%

Interpretation of Results for Outcome 2:

Students met our SLO. However, as mentioned above, there were more struggles this term as compared to the preceding year. Again, this is a small sample size and we're in the midst of a pandemic. However, the instructor found out that students excel more in courses that are application oriented.

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 2021	21	17	4	81.0%
Total	21	17	4	81.0%

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 2020	18	17	1	94.4%
Total	18	17	1	94.4%

Interpretation of Results for Outcome 3:

Again, we see a similar trend with SLO 3. The pandemic has had its impact. And, there is a divergence of success based upon how the course is delivered. MKTG 4150 Consumer Behavior is a foundation course taught in a traditional fashion. MKTG 4510 Internet Marketing Strategies

is an applied course where students apply concepts. Anecdotally, students gravitate towards application.