

**Assurance of Student Learning
2018-2019**

Ford College of Business

Marketing

Marketing Degree Major 720

Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.

Student Learning Outcome 1: Students will demonstrated a mastery of marketing principles and concepts.

Instrument 1 All graduating marketing students are required to take a comprehensive final exam in MKT 422.

Instrument 2

Instrument 3

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.

Met

Not Met

Student Learning Outcome 2: Students will demonstrate an ability to communicate well in a verbal format

Instrument 1 Students are required to make 3-4 minute presentations on key concepts covered in MKT 325.

Instrument 2

Instrument 3

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.

Met

Not Met

Student Learning Outcome 3: Students will demonstrate an ability to communicate well in a written format.

Instrument 1 In MKT 322, students complete a promotion campaign and plan book. Each student is tasked with completing a specific written portion of the plan book.

Instrument 2

Instrument 3

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.

Met

Not Met

Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)

The marketing program has identified 3 key areas to focus on, and based on the results from 2018 to 2019, we are currently accomplishing our objectives.

Student Learning Outcome 1

Student Learning Outcome	Students will demonstrate mastery of marketing principles and concepts.		
Measurement Instrument 1	All graduating marketing students are required to take a comprehensive final exam in our capstone course, MKT 422 which consists of essay and multiple choice applied questions. The essay questions require students to demonstrate a comprehensive understanding by synthesizing their knowledge of marketing concepts and principles in order to develop appropriate solutions to hypothetical, but realistic, marketing challenges.		
Criteria for Student Success	A minimum score of 70% is considered satisfactory.		
Program Success Target for this Measurement	70%	Percent of Program Achieving Target	73.7%
Methods	Data was collected from the Fall 2018 MKT 422 course. The sample consisted of 19 students enrolled in the course. Results: 73.7% achieved a score of 70% or higher; 26.3% (6 students) scored below 70%.		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.		Met	Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
Department will consider adding a tutorial session (voluntary) to this course prior to test			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
Follow-up data is forthcoming.			

Student Learning Outcome 2

Student Learning Outcome	Students will demonstrate an ability to communicate well in a verbal format.		
Measurement Instrument 1	Students are required to make three separate presentations of 3-4 minute each on key concepts covered in MKT 325. These individual presentations are in addition to team presentations. Rubric is attached.		
Criteria for Student Success	A minimum score of 70% is considered satisfactory.		
Program Success Target for this Measurement	70%	Percent of Program Achieving Target	100%
Methods	Individual student scores were collected during Spring 2019. After removing non-marketing majors from the sample, scores for 10 student were assessed. Results: 100% of sample achieved scores on each of the three presentations greater than 70%. The scores ranged from 75% to 95% across all three presentations. Scores on the third presentations increased an average of 2.87% compared to the first presentation.		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.		Met	Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
No change has taken place. Presentation scores will continue to be monitored for future semesters.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
Data has been collected, but not reviewed.			

Student Learning Outcome 3

Student Learning Outcome	Students will demonstrate an ability to communicate well in a written format.		
Measurement Instrument 1	Students are assigned to groups to complete an integrated marketing communications plan for a client of the group's choosing. Each group member is assigned a specific role in the group (account executive, account planner, media planner, and creative director) and is required to complete a written assignment specific to the student's assigned position. The individual components are compiled into a plan book. Students receive an individual grade as well as an overall group grade for the written portion of the project. The individual grade is based on 1) addressing all of the items/topics specific to the role (75 pts) and 2) overall written communication quality (25 pts). Rubric for Written Communication Quality is attached.		
Criteria for Student Success	A minimum score of 70% is considered satisfactory.		
Program Success Target for this Measurement	70%	Percent of Program Achieving Target	79.3%
Methods	Individual student scores were collected from two sections of MKT 322 in Fall 2018. After removing non-marketing majors from the sample, 29 student scores were assessed. Results: 79.31% (23 students) achieved a score of 70% or higher; 20.69% (6 students) scored below 70%.		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.		Met	Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
Additional time in class has been dedicated to reviewing guidelines for effective written communication. In addition, students were directed to online writing resources as well as to the University's writing center.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
Data collected Fall 2019, but not yet evaluated.			