

**Assurance of Student Learning  
2019-2020**

Gordon Ford College of Business

Department of 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 demonstrate mastery of marketing concepts and principles.**

Instrument 1	Specific questions related to key concepts were embedded in exams across all MKT 220 classes.
Instrument 2	All graduating marketing majors are required to take and pass a comprehensive marketing exam during their final semester in MKT 422.
Instrument 3	All graduating marketing majors must complete a comprehensive applied marketing projects during their final semester in MKT 422.

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	<b>Met</b>	Not Met
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**Student Learning Outcome 2: Students will demonstrate an ability to communicate well in a written format.**

Instrument 1	In MKT 422, the final project involves both a written paper and oral presentation. Each student is responsible for specific portions of the written paper.
Instrument 2	
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	<b>Met</b>	Not Met
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**Student Learning Outcome 3: Students will demonstrate an ability to communicate well in a verbal format.**

Instrument 1	In MKT 325 students are required to make several short presentations ( < five minutes).
Instrument 2	
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.	<b>Met</b>	Not Met
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**Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)**

For the 19-20 academic year, the Department of Marketing focused on three objectives. Based on the data collect, positive progress has been made and we are currently meeting those objectives.

**Student Learning Outcome 1**

<b>Student Learning Outcome</b>	<b>Students will demonstrate mastery of marketing concepts and principles.</b>		
<b>Measurement Instrument 1</b>	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.		
<b>Criteria for Student Success</b>	A minimum score of 70% is considered satisfactory.		
<b>Program Success Target for this Measurement</b>	70%	<b>Percent of Program Achieving Target</b>	85%
<b>Methods</b>	Data was collected from both Fall 2019 and Spring 2020 MKT 422 course. The sample consisted of a total of 72 marketing majors enrolled in the course of the two semesters. Results: 85% achieved a score of 70% or higher; 15% scored below 70%. The average score across the sample was 78.84%		
<b>Measurement Instrument 2</b>	All graduating marketing students are required to complete an applied marketing project in our capstone course, MKT 422. This project requires students to demonstrate mastery of the discipline by synthesizing their knowledge of marketing concepts and principles in order to create and fully develop a business plan for a business of their choosing.		
<b>Criteria for Student Success</b>	A minimum score of 70% is considered satisfactory.		
<b>Program Success Target for this Measurement</b>	70%	<b>Percent of Program Achieving Target</b>	100%
<b>Methods</b>	Data was collected from both Fall 2019 and Spring 2020 MKT 422 course. The sample consisted of a total of 72 marketing majors enrolled in the course of the two semesters. Results: 100% achieved a score of 70% or higher; no student received a score below 70%. Average score across the same was 76.32%		

<b>Measurement Instrument 3</b>	Specific 12 questions related to key marketing concepts were embedded in exams across multiple sections of MKT 220 classes.		
<b>Criteria for Student Success</b>	Students should answer a minimum of 75% of questions correctly.		
<b>Program Success Target for this Measurement</b>	<b>75%</b>	<b>Percent of Program Achieving Target</b>	Data incomplete See notes below
<b>Methods</b>	<p>Data was collected in Spring 2020. The sample consisted of 258 students across three sections of MKT 220. Due to change in modality resulting from COVID-19, students were only tested on 6 of the 12 questions. Results of those 6 questions are below:</p> <p>On average 89.3% of all students in the sample answered each of the 6 questions correctly.</p> <p>On average, 91.8% of marketing majors in the sample answered each of the 6 questions correctly.</p>		
<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.</b>		<b>Met</b>	<b>Not Met</b>
<b>Actions</b> (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
Overall, the department is making positive progress in this area and will continue to look for ways to further improve this learning outcome. For example, new technology is being implemented in MKT 220 and new resources are being made to students in MKT 422 to enhance mastery of marketing knowledge.			
In addition, we will pursue embedding the core concept questions into the MKT 220 course again when course go back to full face-to-face modality (potentially Spring 2020).			
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
We will continue to collect data and analyze data related to this learning objective on an ongoing basis.			

### Student Learning Outcome 2

<b>Student Learning Outcome</b>	<b>Students will demonstrate an ability to communicate well in a written format.</b>		
<b>Measurement Instrument 1</b>	In MKT 422, the final project involves both a written paper and oral presentation. Each student is responsible for specific portions of the written paper. The written paper is evaluated on content, language, development of ideas, and writing mechanics/style.		
<b>Criteria for Student Success</b>	A minimum score of 70% is considered satisfactory.		
<b>Program Success Target for this Measurement</b>	70%	<b>Percent of Program Achieving Target</b>	100%
<b>Methods</b>	Data was collected for both Fall 2019 and Spring 2020 MKT 422 courses. The sample consisted of a total of 72 marketing majors enrolled in the course of the two semesters. Results: 100% achieved a score of 70% or higher		
<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.</b>			<b>Met</b>
<b>Actions</b> (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
Department will look for and/or develop further opportunities to evaluate written communication in additional courses.			
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
Data will be collected and analyzed on an on-going basis.			

### Student Learning Outcome 3

<b>Student Learning Outcome</b>	<b>Students will demonstrate an ability to communicate well in a verbal format.</b>		
<b>Measurement Instrument 1</b>	In MKT 325 and MKT 425, students are required to make several short presentations (< five minutes).		
<b>Criteria for Student Success</b>	A minimum score of 70% is considered satisfactory.		
<b>Program Success Target for this Measurement</b>	70%	<b>Percent of Program Achieving Target</b>	84%
<b>Methods</b>	Data was collected from Spring 2020 MKT 325 and 425 courses. The sample consisted of a total of 94 students. Results: 84% achieved a score of 70% or higher; 16% scored below 70%. The average score across the sample was 78.84%		
<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.</b>		<b>Met</b>	<b>Not Met</b>
<b>Actions</b> (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
A trial of a new a digital tool known as GoReact was conducted in these courses during the second half of the semester when modality switch to online. The tool appeared to have a positive result on students' verbal communication skills, resulting in average increase of almost 11% on their verbal presentations scores compared to before using GoReact. This tool will be incorporated into all sections of MKT 425 starting with Fall 2020 to further evaluate the effectiveness of the tool on enhancing verbal communication skills..			
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
Data will be collected again during Fall 2020 and Spring 2021.			