

Student Learning Outcomes for Marketing

2010-2011

Title:	1. Communicate Effectively
Description:	1. To be able to communicate effectively. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to discuss the learning objectives for our new but not yet officially approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The voted on and approved plan (approved 10-1-2010) is that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.
Budget:	\$250.00
Core Competencies:	1
25% Online:	
50% Online:	
Core Competencies:	1
How Often:	Every 3 years
Assessed this Year?	No
Responsibility:	CoB Goal 1 Coordinator
Participation:	Faculty, outside reviewers
Direct Assessments	

Individual written reports; presentations

**Indirect
Assessments**

EBI

syllabus review; observation

syllabus review; observation

Results: Not assessed this year. Summary of analysis of results from last year's assessment are attached.

Curriculum: •Collaborate in Team Discussion Posting where students analyze good and bad versions of analytical reports to have a better understanding of “clear purpose and organization”, “sufficient supporting data”, and “direct and economical style”. •Complete Grammar Quiz with required retakes until at 80% minimum mastery before allowing student to work on the first writing assignment; tutorial and resource links provided to assist in mastery. •Groups participate in required practice session before presentation date; practice is recorded and uploaded to learning management system; each person completes self-reflection activity after viewing recording.

Actions: •Monitor Item Analysis from specific questions relating to “appropriate choice of presentation media” on two existing course exams. •Peer Presentation Groups complete evaluations for OTHER groups presenting (live or recorded); includes a rating system and open-ended feedback.

Improvements: Set up both written and oral presentation modules in Angel learning management system available for all COB Faculty that can be incorporated into any COB course requiring written assignments and/or presentations; repository will house adopted rubrics, files from action plan, and many resources on the topics.

Title: 2. Leadership and Teamwork

Description: 2. To be able to demonstrate qualities of leadership and teamwork. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to discuss the learning objectives for our new but not yet officially

approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The voted on and approved plan (approved 10-1-2010) is that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.

Budget: \$0.00

Core Competencies: 1,2

25% Online:

50% Online:

Core Competencies: 1,2

How Often: Every 3 years

Assessed this Year? No

Responsibility: CoB Goal 2 Coordinator

Participation: Program coordinator; faculty

Direct Assessments

Projects

Indirect Assessments

EBI

syllabus review; observation

syllabus review; observation

- Results:** We captured assessment data for two courses for Leadership in 2011S; this data will be analyzed and reported as part of my annual report, which I will get done by mid-July 2011 or earlier. EBI survey preliminary results for spring 2011 are attached.
- Curriculum:** No changes have been made at this time.
- Actions:** No changes have been made at this time.
- Improvements:** Three undergraduate and three graduate courses are currently in the assessment plan for Teamwork; we did our first calibration assessment in 2009S and will do our second assessment of teamwork in 2011F. We may have more courses than we need in this assessment plan, and will review after the next assessment to determine if an adjustment should be made.

Title: 3. Act Professionally and Ethically

Description: 2. To be able to act professionally and ethically. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to discuss the learning objectives for our new but not yet officially approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The voted on and approved plan (approved 10-1-2010) is that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.

Budget: \$0.00

Core Competencies: 1,2

25% Online:

50% Online:

Core 1,2

Competencies:

How Often: Every 3 years

Assessed this Year? No

Responsibility: CoB Goal 3 Coordinator

Participation: Program coordinator; faculty

Direct Assessments

Embedded test questions

Indirect Assessments

EBI institutional questions and EBI standard questions

syllabus review

syllabus review

Results: a. Survey of students (44 students participating; 17 item survey) enrolled in CoB undergraduate courses summer 2010: Using Ethical Issues Awareness rubric, one item was identified as possibly needing improvement. It is recommended that for future surveys, this item needs to be reworded for clarification. b. Quiz on Ethics and Business Decision Making chapter in two BL 240 (Business Law) sections fall 2010 (46 undergraduate students participating): Forty-six students equally divided between two sections (one on-campus/hybrid and one internet) completed the quiz specifically addressing ethics and business decision making and scored 84% and 86% respectively.

Curriculum: No curriculum changes have been made at this time as assessment results did not indicate a need for such.

Actions: As a result of the quiz scores and EBI responses in BL 240, three discussion topics were created and/or refined for the subsequent semester. The three discussion topics covered ethics, professional responsibility, and strategic misrepresentation/lying in negotiations.

Improvements:

Title:	4. Function in a Global Environment
Description:	4. To be able to function effectively in a diverse, dynamic global economic environment. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to discuss the learning objectives for our new but not yet officially approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The voted on and approved plan (approved 10-1-2010) is that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.
Budget:	\$0.00
Core Competencies:	1,2,3,4,5
25% Online:	
50% Online:	
Core Competencies:	1,2,3,4,5
How Often:	Every 3 years
Assessed this Year?	Yes
Responsibility:	CoB Goal 4 Coordinator
Participation:	Program coordinator; international business faculty; international students services staff; department chairs
Direct Assessments	

Case Study

Indirect Assessments

EBI institutional questions and EBI standard questions

syllabus review

syllabus review

- Results:** A case study, entitled "How BofA Banks on Offshoring" from BusinessWeek, was embedded into two undergraduate classes. The two courses are: 1) EC/FI 463: International Trade & Finance and 2) MG/MK 491: International Business. Students were required to write a case study report focusing on three specific questions. The expectation score was set at 75%. There were a total of 51 received case reports: 16 from the EC/FI 463 class and 35 from the MG/MK 491 class. Students' submissions were evaluated by two independent faculty members (other than the instructors), Jackie Williams and Paul Zhang, using the same rubric. The grading results from the two were averaged. Overall, the average score is 80.42%, above the expectation score 75%. A breakdown of scores for the individual questions is as follows: Q1: 3.51/4.00; Q2: 3.07/4.00; Q3: 3.07/4.00; Total: 9.65/12.00; Percentage: 80.42%. The grading rubric is attached.
- Curriculum:** No curriculum changes have been made. Further analysis will be conducted in the Fall of 2011. After that, syllabi and assignments will be reviewed and discussed with outside experts to determine if any curriculum modification is required.
- Actions:** No other actions/improvements (other than curriculum) have been made. Actions/improvements will be taken, if necessary, pending the outcomes of analyses above.
- Improvements:** No actions or improvements are planned at this stage. Actions/improvements will be taken, if necessary, pending the outcomes of analyses above.

Title: 5. Problem Solving and Decision Making

Description: 5. To be able to identify, analyze, and solve business related problems and make effective decisions in a marketing environment. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to

discuss the learning objectives for our new but not yet officially approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an imbedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The voted on and approved plan (approved 10-1-2010) is that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.

Budget: \$0.00

Core Competencies: 1,2,3,4,5

25% Online:

50% Online:

Core Competencies: 1,2,3,4,5

How Often: Every 3 years

Assessed this Year? Yes

Responsibility: CoB Goal 5 Coordinator

Participation:

Direct Assessments

Projects

Indirect Assessments

EBI

syllabus review

syllabus review

Results:	Embedded projects were completed and graded in MG 420 and EBI survey was administered in MG 498 during spring 2011. Preliminary results are available (attached) from the EBI survey. Analysis of the embedded projects will be conducted in Fall 2011.
Curriculum:	No curriculum changes have been proposed, pending the completion of the analysis of results listed above.
Actions:	No other actions have been proposed, pending the completion of the analysis of results listed above.
Improvements:	The next step in the process is to analyze the results and create an action plan, if actions are indicated.

Title:	6. Exhibit the required Knowledge and Skills
Description:	6. To be able to exhibit knowledge and skills appropriate to the field of Marketing. The Department of Management and Marketing revised the Marketing degree program in October of 2010 and these revisions will not become official until approved by ACHE in March of 2011. The faculty will meet in November of 2010 to discuss the learning objectives for our new but not yet officially approved Professional Marketing degree. We will meet again after the official approval (tentatively in April 2011) to finalize the Professional Marketing degree program learning objectives. Once the learning objectives are finalized, the department will develop an embedded assessment exam that will serve as a direct measure of our Professional Marketing degree program. We plan on having our initial assessment ready to use as a pilot in May, 2011. The MK faculty voted on and approved a plan (approved 10-1-2010) that the Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer). The results will be combined for all three of these time periods into a yearly summary to serve as the benchmark for future revisions.
Budget:	\$0.00
Core Competencies:	1,2,3,4,5
25% Online:	1
50% Online:	
Core	1,2,3,4,5

Competencies:

How Often: Per semester

Assessed this Year? No

Responsibility: Dr. Dan Hallock, Chair

Participation: Dr. Melissa Clark is the lead MK faculty and all MK faculty are involved in the assessment process.

Direct Assessments

The Professional Marketing degree learning objectives will be assessed through an embedded comprehensive exam taken in the capstone course (MK 498 - Marketing Management) each semester (Fall, Spring and Summer).

Indirect Assessments

Results: A pilot comprehensive exam was given in the SP 2011 but the sample size was very small 11 students). The results will be reviewed and the questions changed as needed and the exam will be administered again in the Summer 2011 and revised as needed. Beginning in the Fall 2012 a valid and reliable assessment should be ready to be administered in all three semesters of the 2011-12 academic year. Dr. Melissa Clark will be the lead MG faculty member in developing and evaluating this assessment.

Curriculum:**Actions:****Improvements:**