

**I. ANNUAL REPORT FOR 2016 - 2017**

**Mission Statement**

Our mission is to foster a dynamic and collegial environment that serves our two most important goals: The creation knowledge and the education of future business leaders. We produce rigorous and relevant research that enriches the understanding and practice of business. We develop graduates whose professional expertise, skills and leadership are enhanced by a unique understanding of the global marketplace. Through our service and our achievements in research and education, we contribute to the welfare of our main constituents: our students, alumni, university, state and business partners.

The overall goal of the Undergraduate Marketing Program at the Moore School of Business is to provide students with a rigorous education that prepares them for successful careers as professional marketing executives in industry and for further graduate studies.

**Goal 1.**

The overall goal of the Undergraduate Marketing Program at the Moore School of Business is to provide students with a rigorous education that prepares them for successful careers as professional marketing executives in industry and for further graduate studies.

**Curriculum**

Students enrolled in the Bachelor Of Science – Undergraduate Program in Marketing are exposed to the concepts necessary for them to obtain the skills associated with program learning outcomes. This is best illustrated in the Undergraduate Marketing Curriculum Alignment Matrix (above).

**Learning Outcome 1.**

Students will demonstrate knowledge of consumer behavior, and how marketers strive to use an understanding of consumer behavior to promote effective marketing through advertising, product design, or promotions.

**Measures and Criteria**

Seventy-five percent of students are expected to score 70% or higher on all multiple choice questions and problems on exams selected to assess knowledge of consumer behavior and marketers' use of consumer behavior.

**Methods**

The Office of Institutional Research & Assessment serves as our coordinating mechanism for assessment activities. The office works closely with individual faculty members who teach the required courses identified for assessment to collect assessment data. Once data has been collected, the Institutional Research & Assessment Office then aggregates, analyzes and disseminates assessment results to the Chair of the Marketing department for review. Decisions that result from the review are then reported back to the faculty from whom the assessment data was originally collected, thus closing the assessment loop. Assessment of this learning outcome occurs in the fall of even numbered calendar years.

**Results**

This learning outcome was not assessed during this assessment cycle.

**Use of Results**

This learning outcome was not assessed during this assessment cycle.

**Learning Outcome 2.**

Students will develop an understanding of the internal and external factors that influence consumer choice.

**Measures and Criteria**

Seventy-five percent of students are expected to score 70% or higher on all multiple choice questions and problems on exams selected to assess understanding of the internal and external factors that influence consumer choice.

**Methods**

The Office of Institutional Research & Assessment serves as our coordinating mechanism for assessment activities. The office works closely with individual faculty members who teach the required courses identified for assessment to collect assessment data. Once data has been collected, the Institutional Research & Assessment Office then aggregates, analyzes and disseminates assessment results to the Chair of the Marketing department for review. Decisions that result from the review are then reported back to the faculty from whom the assessment data was originally collected, thus closing the assessment loop. Assessment of this learning outcome occurs in the fall of even numbered calendar years.

**Results**

This learning outcome was not assessed during this assessment cycle.

## Use of Results

This learning outcome was not assessed during this assessment cycle.

### Learning Outcome 3.

Students will be able to conduct marketing research, which will include the design and administration of questionnaires, an understanding of sampling techniques, and how to collect, clean, and code data.

#### Measures and Criteria

Seventy-five percent of students are expected to score 70% or higher on all multiple choice questions and problems on exams selected to assess the ability to conduct marketing research.

#### Methods

The Office of Institutional Research & Assessment serves as our coordinating mechanism for assessment activities. The office works closely with individual faculty members who teach the required courses identified for assessment to collect assessment data. Once data has been collected, the Institutional Research & Assessment Office then aggregates, analyzes and disseminates assessment results to the Chair of the Marketing department for review. Decisions that result from the review are then reported back to the faculty from whom the assessment data was originally collected, thus closing the assessment loop. Assessment of this learning outcome occurs in the spring of odd numbered calendar years.

#### Results

Students' performance related to this learning outcome was assessed using 3 assignments given across several sections of MKTG 352 during Spring 2017. The overall average score students received was 87.12%, with 87.48% of students receiving an average score  $\geq 70\%$ , and 71.04% of students receiving an average score  $\geq 70\%$  on all measures selected to assess this outcome.

#### Use of Results

Although student performance fell slightly short of the criterion for success (71.04%/75%), the department is pleased with the results related to this learning outcome and no changes are planned at this time. Please see Use of Results for Learning Outcome 6 for further detail.

### Learning Outcome 4.

Students will develop the ability to analyze and interpret marketing research results.

#### Measures and Criteria

Seventy-five percent of students are expected to score 70% or higher on all multiple choice questions and problems on exams selected to assess the ability to analyze and interpret marketing research results.

#### Methods

The Office of Institutional Research & Assessment serves as our coordinating mechanism for assessment activities. The office works closely with individual faculty members who teach the required courses identified for assessment to collect assessment data. Once data has been collected, the Institutional Research & Assessment Office then aggregates, analyzes and disseminates assessment results to the Chair of the Marketing department for review. Decisions that result from the review are then reported back to the faculty from whom the assessment data was originally collected, thus closing the assessment loop. Assessment of this learning outcome occurs in the spring of odd numbered calendar years.

#### Results

Students' performance related to this learning outcome was assessed using 2 assignments given across several sections of MKTG 352 during Spring 2017. The overall average score students received was 84.88%, with 86.2% of students receiving an average score  $\geq 70\%$ , and 76.92% of students receiving an average score  $\geq 70\%$  on all measures selected to assess this outcome.

#### Use of Results

The department is pleased with the results related to this learning outcome, and no changes are planned at this time. Please see Use of Results for Learning Outcome 6 for further detail.

### Learning Outcome 5.

Students will be able to communicate market research results effectively.

#### Measures and Criteria

Seventy-five percent of students are expected to score "Satisfactory" or better on all multiple choice questions and problems on exams selected to assess the ability to effectively communicate market research results.

#### Methods

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#### Results

Students' performance related to this learning outcome was assessed using 1 assignment given across

several sections of MKTG 352 during Spring 2017. The overall average score students received was 77.2%, with 79.64% of students receiving an average score  $\geq 70\%$ , and 79.64% of students receiving an average score  $\geq 70\%$  on all measures selected to assess this outcome.

### **Use of Results**

The department is pleased with the results related to this learning outcome, and no changes are planned at this time. Please see Use of Results for Learning Outcome 6 for further detail.

## **Learning Outcome 6.**

Students will develop an understanding of the strategic marketing management planning process.

### **Measures and Criteria**

Seventy-five percent of students are expected to score 70% or higher on all multiple choice questions and problems on exams selected to assess understanding of the strategic marketing management planning process, and the ability to integrate and apply these concepts.

### **Methods**

The Office of Institutional Research & Assessment serves as our coordinating mechanism for assessment activities. The office works closely with individual faculty members who teach the required courses identified for assessment to collect assessment data. Once data has been collected, the Institutional Research & Assessment Office then aggregates, analyzes and disseminates assessment results to the Chair of the Marketing department for review. Decisions that result from the review are then reported back to the faculty from whom the assessment data was originally collected, thus closing the assessment loop. Assessment of this learning outcome occurs in the fall of even numbered calendar years.

### **Results**

Students' performance related to this learning outcome was assessed using 5 short answer questions from an exam given in MKTG 465 during Fall 2016. The overall average score students received was 80.86%, with 84.21% of students receiving an average score  $\geq 70\%$ , but only 2.63% of students received an average score  $\geq 70\%$  on all measures selected to assess this outcome.

### **Use of Results**

Although students' performance related to this outcome fell well short of the criterion for success (2.63%/75%), this is the result of a poorly worded success criterion. The other averages (80.86% and 84.21%) show that students are performing well related to this learning outcome. As currently worded, the current criterion for success sets unrealistic expectations, as students are expected to score  $\geq 70\%$  on all questions in order to be counted as having met expectations. As more questions etc. are added to the assessment (5 exam questions in this case), it becomes increasingly difficult to meet this goal. Going forward, the criterion for success for all learning outcomes with this criterion has been reworded to, "Seventy-five percent of students are expected to receive an average score of 70% or higher on the set of multiple choice questions and problems on exams selected to assess..."

## **II. FUTURE ASSESSMENT PLAN FOR 2017 - 2018**

### **Mission Statement**

Our mission is to foster a dynamic and collegial environment that serves our two most important goals: The creation knowledge and the education of future business leaders. We produce rigorous and relevant research that enriches the understanding and practice of business. We develop graduates whose professional expertise, skills and leadership are enhanced by a unique understanding of the global marketplace. Through our service and our achievements in research and education, we contribute to the welfare of our main constituents: our students, alumni, university, state and business partners.

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### **Goal 1.**

The overall goal of the Undergraduate Marketing Program at the Moore School of Business is to provide students with a rigorous education that prepares them for successful careers as professional marketing executives in industry and for further graduate studies.

### **Undergraduate Marketing Curriculum Alignment Matrix**

#### **Curriculum**

Students enrolled in the Bachelor Of Science – Undergraduate Program in Marketing are exposed to the concepts necessary for them to obtain the skills associated with program learning outcomes. This is best illustrated in the

## Undergraduate Marketing Curriculum Alignment Matrix (above).

### Learning Outcome 1.

Students will demonstrate knowledge of consumer behavior, and how marketers strive to use an understanding of consumer behavior to promote effective marketing through advertising, product design, or promotions.

#### Measures and Criteria

Seventy-five percent of students are expected to receive an average score of 70% or higher on the set of multiple choice questions and problems on exams selected to assess knowledge of consumer behavior and marketers' use of consumer behavior.

#### Methods

The Office of Institutional Research & Assessment serves as our coordinating mechanism for assessment activities. The office works closely with individual faculty members who teach the required courses identified for assessment to collect assessment data. Once data has been collected, the Institutional Research & Assessment Office then aggregates, analyzes and disseminates assessment results to the Chair of the Marketing department for review. Decisions that result from the review are then reported back to the faculty from whom the assessment data was originally collected, thus closing the assessment loop. Assessment of this learning outcome occurs in the fall of even numbered calendar years.

### Learning Outcome 2.

Students will develop an understanding of the internal and external factors that influence consumer choice.

#### Measures and Criteria

Seventy-five percent of students are expected to receive an average score of 70% or higher on the set of multiple choice questions and problems on exams selected to assess understanding of the internal and external factors that influence consumer choice.

#### Methods

The Office of Institutional Research & Assessment serves as our coordinating mechanism for assessment activities. The office works closely with individual faculty members who teach the required courses identified for assessment to collect assessment data. Once data has been collected, the Institutional Research & Assessment Office then aggregates, analyzes and disseminates assessment results to the Chair of the Marketing department for review. Decisions that result from the review are then reported back to the faculty from whom the assessment data was originally collected, thus closing the assessment loop. Assessment of this learning outcome occurs in the fall of even numbered calendar years.

### Learning Outcome 3.

Students will be able to conduct marketing research, which will include the design and administration of questionnaires, an understanding of sampling techniques, and how to collect, clean, and code data.

#### Measures and Criteria

Seventy-five percent of students are expected to receive an average score of 70% or higher on the set of multiple choice questions and problems on exams selected to assess the ability to conduct marketing research.

#### Methods

The Office of Institutional Research & Assessment serves as our coordinating mechanism for assessment activities. The office works closely with individual faculty members who teach the required courses identified for assessment to collect assessment data. Once data has been collected, the Institutional Research & Assessment Office then aggregates, analyzes and disseminates assessment results to the Chair of the Marketing department for review. Decisions that result from the review are then reported back to the faculty from whom the assessment data was originally collected, thus closing the assessment loop. Assessment of this learning outcome occurs in the spring of odd numbered calendar years.

### Learning Outcome 4.

Students will develop the ability to analyze and interpret marketing research results.

#### Measures and Criteria

Seventy-five percent of students are expected to receive an average score of 70% or higher on the set of multiple choice questions and problems on exams selected to assess the ability to analyze and interpret marketing research results.

#### Methods

The Office of Institutional Research & Assessment serves as our coordinating mechanism for assessment activities. The office works closely with individual faculty members who teach the required courses identified for assessment to collect assessment data. Once data has been collected, the Institutional Research & Assessment Office then aggregates, analyzes and disseminates assessment results to the Chair of the Marketing department for review. Decisions that result from the review are then reported back to the faculty from whom the assessment data was originally collected, thus closing the assessment loop. Assessment of this learning outcome occurs in the spring of odd numbered calendar years.

### Learning Outcome 5.

Students will be able to communicate market research results effectively.

#### Measures and Criteria

Seventy-five percent of students are expected to receive an average score of 70% or higher on the set of multiple choice questions and problems on exams selected to assess the ability to effectively communicate market research results.

#### Methods

The Office of Institutional Research & Assessment serves as our coordinating mechanism for assessment activities. The office works closely with individual faculty members who teach the required courses identified for assessment to collect

assessment data. Once data has been collected, the Institutional Research & Assessment Office then aggregates, analyzes and disseminates assessment results to the Chair of the Marketing department for review. Decisions that result from the review are then reported back to the faculty from whom the assessment data was originally collected, thus closing the assessment loop. Assessment of this learning outcome occurs in the spring of odd numbered calendar years.

### **Learning Outcome 6.**

Students will develop an understanding of the strategic marketing management planning process.

#### **Measures and Criteria**

Seventy-five percent of students are expected to receive an average score of 70% or higher on the set of multiple choice questions and problems on exams selected to assess understanding of the strategic marketing management planning process, and the ability to integrate and apply these concepts.

#### **Methods**

The Office of Institutional Research & Assessment serves as our coordinating mechanism for assessment activities. The office works closely with individual faculty members who teach the required courses identified for assessment to collect assessment data. Once data has been collected, the Institutional Research & Assessment Office then aggregates, analyzes and disseminates assessment results to the Chair of the Marketing department for review. Decisions that result from the review are then reported back to the faculty from whom the assessment data was originally collected, thus closing the assessment loop. Assessment of this learning outcome occurs in the fall of even numbered calendar years.