

ASSESSMENT REPORT FOR Group 1: Cycle 1 - Fall 2017 - Summer 2019

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.

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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

It is expected that the average score will be 75% or higher on the set of questions and/or 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

Students were assessed for their mastery of this Learning Outcome using exam questions in MKTG 351 in Fall 2018. The overall average percent correct for the 6 questions used was 83.54%.

Use of Results

These results indicate that this Learning Outcome is being achieved. No changes are planned at this time.

UG MKTG LO1 Action Plan Form

Learning Outcome 2.

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

Measures and Criteria

It is expected that the average score will be 75% or higher on the set of questions and/or 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

Students were assessed for their mastery of this Learning Outcome using exam questions in MKTG 351 in Fall 2018. The overall average percent correct for the 4 questions used was 88.23%.

Use of Results

These results indicate that this Learning Outcome is being achieved. No changes are planned at this time.

UG MKTG LO2 Action Plan Form

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.

Results

Students were assessed for their mastery of this Learning Outcome using exam questions in MKTG 352 in Fall 2018. The overall average percent correct for the 22 questions used was 68.07%, with 45.45% of students receiving an average score of 70% or higher.

Use of Results

Though close to meeting this Learning Outcome, further progress is required. The department will review the curriculum and make changes as required.

UG MKTG LO3 Action Plan Form

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.

Results

Students were assessed for their mastery of this Learning Outcome using exam questions in MKTG 352 in Fall 2018. The overall average percent correct for the 28 questions used was 70.51%, with 64.3% of students receiving an average score of 70% or higher.

Use of Results

Though close to meeting this Learning Outcome, further progress is required. The department will review the curriculum and make changes as required.

UG MKTG LO4 Action Plan Form

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.

Results

Students were assessed for their mastery of this Learning Outcome using exam questions in MKTG 352 in Fall 2018. The overall average percent correct for the 10 questions used was 78.72%, with 70% of students receiving an average score of 70% or higher.

Use of Results

Though close to meeting this Learning Outcome, further progress is required. The department will review the curriculum and make changes as required.

UG MKTG LO5 Action Plan Form

Learning Outcome 6.

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

Measures and Criteria

It is expected that the average score will be 75% or higher on the set of questions and/or 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 were assessed for their mastery of this Learning Outcome using essay questions in MKTG 465 in Fall 2018. The weighted average percent correct across 5 sections was 92.72%.

Use of Results

These results indicate that this Learning Outcome is being achieved. No changes are planned at this time.

UG MKTG LO6 Action Plan Form