

BSBA MARKETING -- GENERAL ASSESSMENT PLAN

Mission/Vision Statement

The mission of the undergraduate program in Marketing is to educate students on the role and practice of marketing within an organization.

Goals & Student Learning Outcomes

I. Understand the role and practice of marketing within an organization, including theoretical and applied aspects of the marketing discipline.

Student Learning Outcomes:

SLO #1.1: Define and apply knowledge of key concepts such as the marketing concept, segmentation, targeting, positioning, branding, buyer behavior in both consumer and industrial markets, global marketing applications, the role of the product/service planning, pricing, distribution, and IMC in the marketing process, and the importance of developing a market orientation in the organization to business situations.

SLO #1.2: Explain and demonstrate how marketing decisions are influenced by various forces in the external business environment as well as significant trends and developments affecting current and future marketing practices.

- **Content Delivered in:** MKT 370, MKT 371
- **Assessment Methods:** Marketing major assessment exam administered to graduating seniors in capstone course (479).

II. Demonstrate proficiency in marketing research skills.

Student Learning Outcomes:

SLO #2.1: Design marketing research studies.

SLO #2.2: Implement market research studies.

SLO #2.3: Evaluate marketing research studies.

SLO #2.4: Use statistical software such as SPSS for data analysis and interpretation of marketing research results.

- **Content Delivered in:** MKT 470
- **Assessment Methods:** Embedded questions in exams in MKT 470 (Marketing Research).

III. Understand how to develop, analyze, and evaluate strategic and tactical marketing plans and programs and to assess marketing performance.

Student Learning Outcomes:

SLO #3.1: Develop marketing strategies and plans that include various elements of the marketing mix.

SLO #3.2: Analyze marketing strategies and plans that include various elements of the marketing mix.

SLO #3.3: Evaluate and assess marketing strategies and plans that include various elements of the marketing mix.

SLO #3.4: Analyze markets and customers utilizing secondary sources of information.

SLO #3.5: Analyze markets and customers utilizing primary sources of information.

SLO #3.6: Analyze marketing problems and issues facing companies and organizations and develop solutions.

- **Content Delivered in:** MKT 370, MKT 371, MKT 470, MKT 479
- **Assessment Methods:** Evaluation of performance on common comprehensive marketing case analysis in capstone course using rubric, Assignments in MKT 371.

Assessment Timeline

Goals are assessed annually.

GOAL	SLO		Begun	
I	1.1, 1.2	Spring Term	2004-2005	Annually
II	2.1, 2.2, 2.3, 2.4	Fall Term	2008-2009	Annually
III	3.1, 3.2, 3.3, 3.4, 3.5, 3.6	Fall Term	2006-2007	Annually

BSBA Marketing (General) Map

Course SLO	MKT 370	MKT 371	MKT 470	MKT 479
1.1	X	X		
1.2	X	X		
2.1			X	
2.2			X	
2.3			X	
2.4			X	
3.1	X	X		X
3.2		X		X
3.3		X		X
3.4		X	X	X
3.5		X	X	X
3.6		X		X

