

Outcomes and Assessments for the BBA in Marketing Degree Program

Learning Outcomes:

1. At the end of their program, marketing students will know the core concepts of marketing and the role of marketing in business and consumer lives;
2. Students will know the methods of collecting, processing, and analyzing information about consumers to make informed marketing decisions;
3. Students will know the psychological and sociological factors which influence consumers in making purchase decisions, and how these factors relate to the formation of effective marketing strategy;
4. Students will know the effects of social, legal, ethical and technological forces on marketing decision-making;
5. Students will know detailed information about the marketing mix, it's effective deployment, and impact on the performance of an organization;
6. Students will know how to communicate effectively and to work in teams; and
7. Students will know how to utilize the steps involved in marketing planning and be able to create a marketing plan.

Assessments:

An assessment plan for the marketing program is under development, and when completed, is expected to comprise three elements: (1) a marketing proficiency examination, (2) a capstone course marketing plan project, and (3) student self-assessment.

- ! The MSU Marketing Proficiency Examination (MPE) is a test of the learning outcomes represented by items one through five above, and administered to all marketing majors during their last semester on campus. Trial administrations of the MPE are being conducted during the Spring and Summer 2004 terms.
- ! The Capstone Marketing Plan Project requires students to work in teams in developing an effective marketing plan, then demonstrate good communications skills by presenting their marketing plan to an audience of peers. This project is an effective assessment of the learning outcomes represented by items six and seven, above. Plans are being developed to involve outside reviewers for the plan presentations.
- ! A Student Self-Assessment Instrument is planned to be developed and presented to graduating seniors at the end of their course experience. The instrument is intended to gauge student attitude toward fulfillment of all learning outcomes for the program. As trial is planned at the end of the Spring 2004 semester.

Use of Assessment Findings:

- ! The initial assessment trial resulted in a pass rate of 75% among students taking the capstone marketing course. Learning outcome two was identified as the area where students had the greatest deficiency, and marketing minors had the greatest fail rate. As a result, the marketing faculty is discussing strategies to improve student performance in this area.

- ! Summary results of marketing plan projects will be compiled across sections for the first time this semester. It is hoped that this compilation will result in some general guidelines to address student performance assessment and improvement.