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| **Assurance of Student Learning Report**  **2021-2022** | |
| *Gordon Ford College of Business* | *Marketing* |
| *Marketing Degree, Major 720* | |
| *Kristin Bennett – Assessment Coordinator* | |

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| ***Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.*** | | | |
| **Student Learning Outcome 1: Students will demonstrate mastery of marketing concepts – the 4 P’s of marketing (price, promotion, product and place), identifying target markets and tying target markets to the 4 P’s.** | | | |
| **Instrument 1** | **Specific questions related to the key concepts above are embedded across all MKT 220 classes. (Basic Marketing Concepts)** | | |
| **Instrument 2** | **All graduating marketing majors are required to take and pass a comprehensive marketing exam during their final semester in MKT 422 (Marketing Management) to demonstrate a mastery of the marketing concepts above** | | |
| **Instrument 3** | **All graduating marketing majors must complete a comprehensive applied marketing project during their final semester in MKT 422 (Marketing Management) to demonstrate an understanding of the marketing concepts above.** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | | **X** **Met** | **Not Met** |
| **Student Learning Outcome 2: Students will demonstrate an ability to communicate marketing concepts effectively in a written format.** | | | |
| **Instrument 1** | * **The final project in MKT 422 (Marketing Management) involves both a written paper and oral presentation. Each student is responsible for specific portions of the written paper.**   **Grading Rubric for the MKT 422 project:**  **30% Explaining attributes of the target market**  **40% Tying the 4 Ps of marketing to the target market**  **10% Research/references**  **10% Writing flow**  **10% Creativity** | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.** | | **X** **Met** | **Not Met** |
| **Student Learning Outcome 3: Students will demonstrate an ability to communicate marketing concepts effectively in a verbal format.** | | | |
| **Instrument 1** | * **In MKT 422 (Marketing Management), the final project involves both a written paper and oral presentation. Each student is responsible for presenting a portion of their findings in front of students and faculty at the end of the semester.** | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.** | | **X** **Met** | **Not Met** |
| **Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)** | | | |
| Marketing majors have successfully mastered all Student Learning Outcomes for the 21-22 AY.  Work with Drs. JoAnna Melancon and Patricia Scott to implement a measurement of SLO 1 and possibly SLO 2 into their curriculum.  As GFCB rolls out a new curriculum to students over the next few years, two of the new classes required will be MKT 399 and 499. We will work to incorporate individual mesures of SLO 2 into these classes. | | | |

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| **Student Learning Outcome 1** | | | | | | | |
| **Student Learning Outcome** | **Studens will demonstrate a mastery of marketing concepts and principles.** | | | | | | |
| **Measurement Instrument 1** | Across three sections of Basic Marketing Concepts (MKT 220), students are given exams throughout the semester which contain 12 specific discipline knowledge questions used as a measure of learning. Data was collected in both Fall 2021 and Spring 2022 but due to the resuming of classes in Fall 2021 transitioning back to normalcy after 3 semesters of virtual learning, the samples were not consistent. In Spring 2022, the classes had normalized and data was collected from these classes.  A total of 317 total students took the class in Spring 2022. Of those students, 252 or 79.4% achieved a scored of 70% or higher.  Of the 34 Marketing Majors in MKT 220 for Spring 2022, 100% scored 70% or better on the discipline knowledge questions. | | | | | | |
| **Criteria for Student Success** | A minimum score of 70% is considered satisfactory. | | | | | | |
| **Program Success Target for this Measurement** | | | 70% | | **Percent of Program Achieving Target** | 79.4% | |
| **Methods** | 12 Specific discipline knowledge questions are embedded in exams throughout the semester to determine mastery of marketing concepts and principles as described above. | | | | | | |
| **Measurement Instrument 2** | One section (Dr. Gardner) of MKT 220 students are given a pre test and post test of the embedded discipline knowledge questions. | | | | | | |
| **Criteria for Student Success** | A minimum score of 70% or higher | | | | | | |
| **Program Success Target for this Measurement** | | 70% | | **Percent of Program Achieving Target** | | 90% | |
| **Methods** | Beginning of the semester and end of the semester test of the Discipine Knowledge questions. | | | | | | |
| **Measurement Instrument 3** | All graduating marketing students are required to take a comprehensive final exam in our capstone, MKT 422 course. This exam consists of essay and multiple choice applied questions. In this exam, we embed the 12 Discpline Knowledge questions to obtain a measure of their knowledge as graduating seniors. Of the 63 seniors taking this exam, 61 scored 70% or better on the discipline knowledge questions. | | | | | | |
| **Criteria for Student Success** | A minimum score of 70$ is considered satisfactory. | | | | | | |
| **Program Success Target for this Measurement** | | 70% | | **Percent of Program Achieving Target** | | 97% | |
| **Methods** |  | | | | | | |
| **Based on your results, highlight whether the program met the goal Student Learning Outcome 1.** | | | | | | **X Met** | **Not Met** |
| **Actions** Overall the department is continuing to make positive progress in this area. We will continue to look for ways to further improve this learning outcome as described below. | | | | | | | |
| Work with Drs. JoAnna Melancon (MKT 421) and Patricia Scott (MKT 321) beginning Fall 2022 to implement a measurement of SLO 1 into their curriculum. | | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
| We will continue to collect data and analyze data related to this learning objective. | | | | | | | |
| **Next Assessment Cycle Plan** | | | | | | | |
| This SLO will be assessed again in Fall 2022 and Spring 2023 using the assessment tools and faculty described above. | | | | | | | |

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| **Student Learning Outcome 2** | | | | | | | |
| **Student Learning Outcome** | **Students will demonstrate an ability to communicate well in a written format.** | | | | | | |
| **Measurement Instrument 1** | In MKT 422, the final project involves both a written paper and oral presentation. Each student is responsible for specific portions of the written paper. The written is paper is evaluated based on content, language, research and format using the ASL Written Communication Rubric. | | | | | | |
| **Criteria for Student Success** | A minimum of 70% is considered satisfactory. | | | | | | |
| **Program Success Target for this Measurement** | | | 70% | | **Percent of Program Achieving Target** | **77%** | |
| **Methods** | Data was collected from the Fall 2021 and Spring 2022 semesters. The sample consisted of 71 students (out of a total of 118 students that took the class) and of those 71, 55 students scored 70% or better. | | | | | | |
| **Measurement Instrument 2** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Measurement Instrument 3** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | | | **XMet** | **Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) | | | | | | | |
| The department will continue to develop ways to evaluate written communication skills. As discussed on the first page of this report, we plan to implement written into the curriculum for MKT 499 as it becomes part of the new GFCB curriculum in future semesters. | | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
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| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
| Data will be collected and anlyzed Spring 2023. | | | | | | | |

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| **Student Learning Outcome 3** | | | | | | | |
| **Student Learning Outcome** | **Students will demonstrate an ability to communicate well in a verbal format.** | | | | | | |
| **Measurement Instrument 1** | In MKT 422, the final project involves both a written paper and oral presentation. Each student is responsible for verbally presenting to faculty and staff their findings at the end of the semester. The oral presentations are evaluated based on Organization, Central Messaging, Supporting Materials, Language, Delivery and Visuals using the ASL Oral Communication Rubric.. | | | | | | |
| **Criteria for Student Success** | A minimum score of 70% is considered satisfactory. | | | | | | |
| **Program Success Target for this Measurement** | | | 70% | | **Percent of Program Achieving Target** | 100% | |
| **Methods** | Data was collected from the MKT 422 capstone class, Spring 2022 59 students out of 63 were assessed. Of those students assessed, 100% achieved a score of 70% or higher. | | | | | | |
| **Measurement Instrument 2** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Measurement Instrument 3** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | | | | | | **XMet** | **Not Met** |
| **Actions** (Describe the decision-making process and actions for program improvement. The actions should include a timeline.) | | | | | | | |
| GoReact, a digital tool used to assess oral presentations, is being used in MKT 425 Advanced Personal Selling. This tool has a positive result in helping students achieve better feedback therefore a better learning environment when making oral presentations. Discussions with the department chair will take place to determine if a large enough sample size of marketing majors can be gleaned from these classes using GoReact to assess for AOL. | | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
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| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
| Data will be collected in Fall 2022 and Spring 2023. | | | | | | | |