File: Marketing BBA-Assessment Final Plan Updated 8-12

**Marketing BBA**

**Assessment of Learning Plan**

Revised

August 2012

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**Goal for Students Completing a Marketing BBA**

Students Will Obtain a Broad Base of Knowledge of Marketing Principles

**Learning Objectives, Assessment Courses, Indicators and Criteria**

LO1 Students Will Be Able to Describe Marketing Core Concepts and Principles

Students who complete the BBA in Marketing will be able to describe the core concepts and principles of Marketing, including the elements of the marketing mix. (Bloom Taxonomy Level 1: Knowledge)

Assessment in MKT371 (MKTG3310)

The ability to describe Marketing Core Concepts & Principles will be assessed using questions embedded within exams. The core concepts and principles are represented by 30 Key Marketing Concepts. Assessments will be completed during the following semesters: Spring 2012. Fall 2013 and Fall 2015.

Students' performance on embedded exam questions assessing knowledge of the 30 Key Marketing Concepts will be 75%. (i.e., 75% of questions answered correctly).

LO2 Students Will Be Able to Summarize and Explain Consumer Behavior Concepts

Students who complete the BBA in Marketing will demonstrate knowledge of key consumer behavior actions (evaluation, acquisition, consumption, disposal), internal and external factors that influence consumer behavior, and the consumer decision making process. (Bloom Taxonomy Level 2: Comprehension)

Assessment in MKT378 (MKTG3320)

Student achievement of the learning objective will be assessed using questions embedded within exams and components of projects. Performance on aspects of the project will be assessed with grading rubric. Assessment will be completed during Fall 2012 and Fall 2014.

At the end of the semester, performance by students on exam questions and project(s) are reviewed. The average performance for each assessment activity will be at least 75%.

LO3 Students Will Demonstrate the Ability to Collect and Interpret Market Research Data

Students who complete the BBA in Marketing will demonstrate the ability to be able to determine and communicate research needs to a professional researcher, evaluate a research report, collect and interpret their own research data, and make marketing decisions with research findings. Bloom Taxonomy Levels 2 and 3: Comprehension and Application

Assessment in MKT472 (MKTG4350)

Student achievement of the learning objective will be assessed using questions embedded within exams Students' performance on embedded exam questions will be 75%. (i.e., 75% of questions answered correctly).

Assessment will be completed during Fall 2012 and Fall 2014.

LO4 Students Will Be Able to Summarize and Explain Global Marketing Concepts

Students who complete the BBA in Marketing will be able to summarize and explainthe global nature of business today and the forces shaping the evolution of the global market, and recognize the process of extending from domestic business operations into global markets. (Bloom Taxonomy Levels 1 and 2: Knowledge and Comprehension

Assessment in MKT471 (MKTG4340)

Assessment will be completed using either Pre And Post Tests or questions embedded within exams. Assessment will be completed during Fall 2012 and Fall 2014.

When using a pre-test/post-test for assessment, students will average at least a 50% improvement over the pre-test score and the class average on individual post-test questions will be 75% correct. When using questions embedded within exams, the students' average performance on questions used to assess will be at least 75% correct.

LO5 Students Will Be Able to Explain Strategic Marketing Concepts, Demonstrate Knowledge of the Impact of Strategic Marketing Decisions¸ and Devise a Strategic Marketing Plan

Students who complete the BBA in Marketing will be able to explain specific marketing concepts, demonstrate knowledge of the impact of strategic marketing decisions on the firm, and devise a Strategic Marketing Plan. (Bloom Taxonomy Levels 2, 3 and 5: Comprehension, Application and Synthesis)

Assessment in MKT473 (MKTG4390)

Assessment will be based on student performance on discussion questions and projects. Performance on aspects of the projects will be evaluated with a grading rubric. Assessment will be completed during Spring 2013 and Spring 2015.

The average performance on discussion questions will be at least 75% correct. The average performance on student projects will be at least 75%.

**Schedule for Assessment**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **MKT371**  **(MKTG3330)**  **(LO1)** | **MKT378**  **(MKTG3320)**  **(LO2)** | **MKT471**  **(MKTG4340)**  **(LO4)** | **MKT472**  **(MKTG4350)**  **(LO3)** | **MKT473**  **(MKTG4390)**  **(LO5)** | **MKT570**  **(MKTG5330)**  **Graduate** |
| Year  1 | Fall 2011 |  |  |  |  |  | Online  Assessment |
| Spring 2012 |  |  |  |  |  |  |
| Year  2 | Fall 2012 |  |  |  |  |  | Online  Assessment |
| Spring 2013 |  |  |  |  |  |  |
| Year  3 | Fall 2013 |  |  |  |  |  |  |
| Spring 2014 |  |  |  |  |  | Online  Assessment |
| Year  4 | Fall 2014 |  |  |  |  |  |  |
| Spring 2015 |  |  |  |  |  |  |
| Year  5 | Fall 2015 |  |  |  |  |  |  |
| Spring 2016 |  |  |  |  |  |  |

|  |  |  |
| --- | --- | --- |
| **Bloom Taxonomy: Cognitive Domain** | | |
| **Level** | **Description of Level** | **Terms Related to Level** |
| **5. Synthesis** | **Builds a pattern from diverse elements**   integrate learning from different areas   solve problems by creative thinking   requires original communication   solving a problem that has more than one possible answer | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  compile   compose   design   reconstruct   formulate   write   predict |  categorize   combine   devise   explain   generate   organize |  rearrange   reconstruct   revise |  develop   plan |  | |
| **4. Analysis** | **Separates information into parts for better understanding**   recognition of unstated assumptions or logical fallacies   ability to distinguish between facts and inferences   requires breaking complex whole into parts   identify motives or causes   determine evidence | |  |  | | --- | --- | |  compare   discriminate   distinguish   separate   analyze   support   draw     conclusions |  diagram   differentiate   illustrate   infer   point out   relate   select   subdivide | |
| **3. Application** | **Applying knowledge to a new situation**   solving problems   applying concepts and      principles to new situations   requires use of knowledge to     reach an answer or solve a     problem | |  |  | | --- | --- | |  compute   demonstrate   employ   operate   solve   write an    example   apply   classify |  demonstrate   modify   operate   prepare   produce   relate   show   solve   use | |
| **2. Comprehension** | **Understanding information**   understanding of facts and    principles   interpretation of material   grasping a literal message   requires rephrasing or     rewording | |  |  | | --- | --- | |  convert   explain   locate   report   restate   select |  defend   distinguish   estimate   extend   generalize   give    examples   infer   predict   summarize | |
| **1. Knowledge** | **Recall of data**   common terms, facts,     principles, procedures   requires memory only | |  |  | | --- | --- | |  describe   identify   name   point to   recognize   recall |  define   label   list   match   outline   reproduce   select   state | |