











Online Assessment Tracking Database

Sam Houston State University (SHSU)
2013 - 2014

Marketing BBA

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Goal	Students Will Obtain A Broad Base Of Knowledge Of Marketing Principles  
	The goal of the BBA program in Marketing is to provide students with a broad base of knowledge in the Marketing discipline. The accomplishment of this goal is indicated by students achieving five learning objectives. Each objective is associated with a required course.
Objective (L)	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.
Indicator	Assessment In MKTG3320 - Consumer Behavior 
	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 2014.
Criterion	Performance On Assessment In MKTG3320 
	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%.
Finding	Assessment Will Be Completed During Fall 2014 
	There is no finding to report. Assessment will be completed during Fall 2014.
Action	Actions Based On Findings Of Previous Cycle (2012-2013) 
	These are the actions being taken. They are based on the previous cycle of assessment (2012-2013). The next assessment of learning outcome achievement will be during Fall 2014. (1) Additional time will be spent on key Chapter 3 terms (particularly selective exposure, selective attention, and selective distortion) and their linkages to other course concepts (2) Incorporation of interim writing projects (as building blocks for larger projects) will be completed to encourage students to spend additional time revising and strengthening their work prior to final project submission.
Objective (L)	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.

Indicator

Assessment In MKTG4350 Marketing Research 🔑

Assessment of the understanding of facts (Bloom's Taxonomy level 2) and being able to apply this knowledge to a new situation (Bloom's Taxonomy level 3) will be determined in two ways.

First, by embedding questions on each of the three exams (a post-test only design). Second, by assessing their performance on six written assignments.

While an exam key will be used to measure performance on embedded questions, several criteria will be used to assess their performance on the assignments (e.g., completeness, following detailed instructions, accuracy, conclusions, recommendations, etc.)

Assessment will be completed during Fall 2014.

Criterion

Performance On Assessment In MKTG4350 🔑

The class average on individual embedded questions on each of the exams should be at least 70%. The questions will be administered on each of the three exams. Similarly, written assignments (that are related to material taught in class) will be graded using the above stated criteria. All BBA students majoring in Marketing must receive at least 75% on each of the written assignments.

Finding

Assessment Will Be Completed During Fall 2014. 🔑

There is no finding to report. Assessment will be completed during Fall 2014.

Action

Actions Based On Findings Of Previous Cycle (2012-2013) 🔑

These are the actions being taken. They are based on the previous cycle of assessment (2012-2013). The next assessment of learning outcome achievement will be during Fall 2014.

(1) Several "new" assignments will be created to help students better understand the topics where performance was less than 50%.

(2) Additional lecture time will be spent in class to help students grasp the concepts where performance was less than 50%.

Objective (L)

Students Will Be Able To Summarize And Explain Global Marketing Concepts 🔑

Students who complete the BBA in Marketing will be able to summarize and explain the 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.

Indicator

Assessment In MKTG4340 International Management And Marketing 🔑

Student achievement of the learning objective will be assessed using questions embedded within exams. Assessment will be completed during Fall 2014.

Criterion

Performance On Assessment In MKTG4340 🔑

Students' performance on embedded exam questions will be at least 75%. (i.e., 75% of questions answered correctly).

Finding

Assessment To Be Completed During Fall 2014 🔑

There is no finding to report. Assessment will be completed during Fall 2014.

Action

Actions Based On Findings Of Previous Cycle (2012-2013)

These are the actions being taken. They are based on the previous cycle of assessment (2012-2013). The next assessment of learning outcome achievement will be during Fall 2014.

(1) Greater attention will be paid to the clarity of definitions'

(2) More time will be spent providing an exposition of analysis for students to improve the ability to make connections between concepts.

Objective (L)

Students Will Be Able To Explain Strategic Concepts, Demonstrate Knowledge Of The Impact Of Marketing Decisions, And Devise A Strategic 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.

Indicator

Assessment In MKTG4390 Strategic Marketing Management

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 2015.

Criterion

Performance On Assessment MKTG4390

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

Finding

Assessment Will Be Completed During Spring 2015.

There is no finding to report. Assessment will be completed during Spring 2015.








Action

Actions Based On Findings Of Previous Cycle (2012-2013)

These are the actions being taken. They are based on the previous cycle of assessment (2012-2013). The next assessment of learning outcome achievement will be during Spring 2015.

(1) Modify method used when presenting and assessing on basic marketing concepts: Instead of presenting as a single module, concepts it will be presented as three modules: Targeting, Marketing Mix, Emphasis and Allocation. Instead of assessing with a single exam, the exam will be broken up into three shorter exams.

(2) Increase the emphasis on understanding linkage of strategy to the business model. Increase the emphasis on application of the analytical tools to create "downstream" pieces of analysis. Replace reading of the single best-selling book by an examination of current articles that highlight a broader range of recent trends in marketing strategic thinking: Globalization, Internet 2.0, Services, Emphasis on Customer Value.

Objective (L)	<p>Students Will Be Able To Describe Marketing Core Concepts And Principles </p> <p>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. The concepts and principles are included with the Indicator as a supporting document "15 Key Marketing Concepts."</p>
Indicator	<p>Assessment In MKTG3310 Fundamentals Of Marketing (Principles Of Marketing In 2014 Catalog)  </p> <p>The ability to describe Marketing Core Concepts & Principles will be assessed using questions embedded within exams. The core concepts and principles are represented by 15 Key Marketing Concepts. The 15 Key Marketing Concepts are provided as an attachment.</p> <p>Assessments will be completed during the following semesters: Fall 2013 and Fall 2015.</p>
Criterion	<p>Performance On Assessments In MKTG3310 </p> <p>Students' performance on embedded exam questions assessing knowledge of the 15 Key Marketing Concepts will be 75% . (i.e., 75% of questions answered correctly).</p>
Finding	<p>Findings From Assessment Completed In MKTG3310 During Fall 2013  </p> <p>The Assessment included evaluation of student knowledge pertaining to 15 key concepts. Data reported were collected from Dr. Abshire's 3 sections, Dr. Newbold's 3 sections and Mr. Payne's 3 sections during the Fall semester, 2013. Total students were 499.</p> <p>Attachment AA reports percentages representing average % of students who answered correctly on questions related to the subject matter embedded in multiple choice exams. Data were collected across 4 separate exams given throughout the course of the semester. In some cases, data were collected via a comprehensive exam over key topics.</p> <p>Two of the 15 concepts will be targeted for improvement in learning. The concepts are: 1) Understanding the Segmentation, Targeting and Positioning (STP) process, and</p> <p>2) Understanding basic distribution strategies: Intensive, Selective, Exclusive</p>
Action	<p>Continuous Improvement:Two Concepts Identified </p> <p>An assessment was completed during Fall 2013. Two of the 15 concepts will be targeted for improvement in learning. The concepts are: 1) Understanding the Segmentation, Targeting and Positioning (STP) process, and 2) Understanding basic distribution strategies: Intensive, Selective, Exclusive</p> <p>Faculty will be meeting during January 2014 to determine tools that will be used to improve student learning of these concepts.</p>

Previous Cycle's "Plan for Continuous Improvement"

The assessment plan for the Marketing BBA is attached. It defines the learning outcomes, courses related to them and schedule for assessment. Continuous improvement is accomplished by defining, after each assessment, two to three concepts where the learning outcomes could be improved. Although the student performance may meet the criterion, the two-three concepts are targeted with additional attention from faculty and the students. This attention may include development of teaching methods, changes to current methods, or the use of current methods with more time being spent with students when covering concepts.

Plans for Continuous Improvement

MKTG3310 Fundamentals of Marketing

Two methods have been developed to cover concepts.

(1) Use a comprehensive mini-case whereby all of the growth strategies are employed (e.g., McDonald's) In the same class session, follow up the mini-case with a self-check exercise (e.g., a quiz, a game, etc.)

(2) Use a build-up approach:

- Introduce the 4 key areas of differences
- Go through an extended example of a product
- Go through an extended example of a service
- Summarize the differences as highlighted by the extended examples

In the same class session, follow up the mini-case with a self-check exercise (e.g., a quiz, a game, etc.)

MKTG3320 Consumer Behavior

(1) Additional time spent on key Chapter 3 terms (particularly selective exposure, selective attention, and selective distortion) and their linkages to other course concepts

(2) Incorporation of interim writing projects (as building blocks for larger projects) to encourage students to spend additional time revising and strengthening their work prior to final project submission.

MKTG4350 Marketing Research

(1) Several "new" assignments will be created to help students better understand the topics where performance was less than 50%.

(2) Additional lecture time will be spent in class to help students grasp the concepts where performance was less than 50%.

MKTG4340 Global Marketing

(1) Greater attention will be paid to the clarity of definitions'

(2) More time will be spent providing an exposition of analysis for students to improve the ability to make connections between concepts.

MKTG4390 Marketing Strategy

(1) Modify method used when presenting and assessing on basic marketing concepts: Instead of presenting as a single module, concepts it will be presented as three modules: Targeting, Marketing Mix, Emphasis and Allocation. Instead of assessing with a single exam, the exam will be broken up into three shorter exams.

(2) Increase the emphasis on understanding linkage of strategy to the business model. Increase the emphasis on application of the analytical tools to create "downstream" pieces of analysis. Replace reading of the single best-selling book by an examination of current articles that highlight a broader range of recent trends in marketing strategic thinking: Globalization, Internet 2.0, Services, Emphasis on Customer Value.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

Plans for Continuous Improvement were implemented for the courses by following the directions outlined in the "Plan for Continuous Improvement" that was reported with the 2012-2013 cycle and included with this current report cycle (2013-2014). The current report cycle includes two semesters: Fall 2013 and Spring 2014.

Learning outcomes related to MKTG3310 Fundamentals of Marketing were assessed during Fall 2013 so details about that effort are provided, here._

Updates for the other courses and related learning objectives will be reported when learning outcomes are assessed (future closing the loop summaries). The semesters in which these assessments will be completed are reported in the attachment, Marketing BBA – Assessment Plan.

MKTG3310 Fundamentals of Marketing. During the 2012-2013 cycle, the key marketing concepts identified as needing better understanding were: 1) marketing growth strategies, and (2) the differences in marketing of services as compared to the marketing of products. Findings and “closing the loop” ideas were discussed with Roger Abshire and John Newbold on May 6, 2013. These ideas were first tested during the Fall of 2012, and used again in the Fall 2013 semester. The methods are detailed in the chart presented in attachment AA. They were administered during the Fall of 2013 semester. Attachments A, B, C and D are related to the AA attachment.

The assessment of learning outcomes completed during Fall 2013, as part of the current 2013-2014 cycle, indicated acceptable student understanding of the two concepts identified during the 2012-2013. The findings are reported in the attachment AA: 90% of the students mastered the topic Strategic Planning, which encompasses marketing growth strategies, and 83% of the students mastered the topic Key Differentiators of Products and Services.

Attachments

1. AA
2. A
3. B
4. C
5. D
6. Marketing BBA - Assessment Plan
7. 15 Key Marketing Concepts

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2013 - 2014 Cycle Findings.

This plan for continuous improvement is based on assessment activity completed during the 2013-2014 cycle (Fall 2013 - Spring 2014) that included assessment of the learning outcome associated with MKTG3310 Fundamentals of Marketing: *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. The concepts and principles are included with the Indicator as a supporting document "15 Key Marketing Concepts."*

The assessment, completed during Fall 2013, indicated two concepts that will be targeted for improvements in student learning. The concepts are: 1) Understanding the Segmentation, Targeting, and Positioning (STP) process, and 2) Understanding Basic Distribution Strategies: Intensive, Selective, and Exclusive.

Faculty met to determine tools that will be used to improve student learning of these concepts. These tools are described below.

Key Concept- Understand the Steps in the Segmentation, Targeting, and Positioning (STP) Process

An illustrative case will be provided to students as a supplement to lectures. The case will demonstrate the process of segmenting and targeting markets and positioning products. Even though numerous examples are provided in class, this out of class exercise should reinforce the lecture.

Key Concept- Understand Basic Distribution Strategies:

A handout describing the relationship between distributions strategies and the consumer goods classification scheme will be provided to supplement lectures. Our belief is that by tying these related frameworks together, students will have a deeper understanding of both.

Plans for Continuous Improvements, associated with the other learning outcomes and related courses, will be reported after the learning outcomes are assessed. The Marketing BBA – Assessment Plan (attachment) reports semesters when these are scheduled.

Attachments

1. [Marketing BBA - Assessment Plan](#)

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