

## Marketing [MKTG]

**Cycles included in this report:**

Jun 1, 2017 to May 31, 2018

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## Program Name: Marketing [MKTG]

Reporting Cycle: Jun 1, 2017 to May 31, 2018

### 1 Is this program offered via Distance Learning?

100% Traditional or less than 50% Distance/Traditional

### 2 Is this program offered at an off-site location?

No

### 2.1 If yes to previous, provide addresses for each location where 50% or more of program credits may be earned.

### 3 Example of Program Improvement

The assessment results are analyzed by the assurance of learning committee, department heads, and the dean. In 2009, review sessions were implemented to refresh students on basic business concepts. Since this began we have noticed an increase in MFT scores across disciplines including marketing. The average overall MFT score prior to 2009 was 150 (43<sup>rd</sup> percentile), and the 2012 overall MFT score was 154 (65<sup>th</sup> percentile). The average MFT score in spring 2015 was 147.4 (36<sup>th</sup> percentile). The 2015-2016 overall average MFT score was 147 (26<sup>th</sup> percentile), exceeding the target of 140.

### 4 Program Highlights from the Reporting Year

Eight students graduated in marketing in 2014, 20 graduated in 2015, and 18 graduated in 2016. Five marketing majors completed an internship in 2014, six completed an internship in 2015, and 10 completed internships in 2016.

### 5 Program Mission

The Bachelor of Science in Marketing serves residents of southwest Louisiana seeking a college degree as well as both public and private employers in the region. The curriculum is specifically designed to meet the needs of regional economic development and prepares students for leadership in the global economy.

### 6 Institutional Mission Reference

### 7 Assessment and Benchmark MGMT 481 Written Communication Assessment

Assessment: For written communication assessment, marketing students' papers are sampled from MGMT 481 - Strategic Management and analyzed by a team of reviewers from across disciplines.

Benchmark: 60% of students sampled will score a "Pass" (average or greater) on the assessment rubric.

#### Outcome Links

#### Communication [Program]

Marketing graduates will formulate and express ideas effectively through oral, written, and/or technological communication in academic and professional environments.

### 7.1 Data [Approved]

Term	Students with a score of "Pass"		Benchmark Met?
	#	%	
Fall 2013	-	60%	Yes
Fall 2014	-	N/A	N/A
Fall 2015	-	100%	Yes
Fall 2016	-	100%	Yes

### Outcome Links

#### Communication [Program]

Marketing graduates will formulate and express ideas effectively through oral, written, and/or technological communication in academic and professional environments.

#### 7.1.1 Analysis of Data and Plan for Continuous Improvement

2015-2016:

No data is available for the spring terms because written communication is only assessed in the fall semester. There were no marketing students enrolled in MGMT 481 in fall 2014; therefore, we will review the benchmark after fall 2016 when we should have three years of data. The College will create and disseminate a common writing format and assessment standard within the College of Business, create assignments for students to enhance communication skills, and create a method to deliver feedback from oral presentation assessment to professors and students.

2016-2017:

Create and disseminate a common writing format and assessment standard within the College of Business. Create assignments for students to enhance communication skills. Create a method to deliver feedback from oral presentation assessment to professors and students. Continue to assess written communication in the fall and oral/technological communication in the spring.

### Outcome Links

#### Communication [Program]

Marketing graduates will formulate and express ideas effectively through oral, written, and/or technological communication in academic and professional environments.

### 8 Assessment and Benchmark MGMT 481 Critical Thinking Paper

Assessment: Student papers are analyzed by a team of reviewers from across disciplines. They apply a rubric measuring five characteristics that show evidence of critical thinking skills.

Benchmark: 60% of students sampled will score a "Pass" (average or greater) on the assessment rubric.

### Outcome Links

#### Critical Thinking [Program]

Marketing graduates will apply critical thinking in academic and professional environments.

#### 8.1 Data [Approved]

Term	Students with a score of "Pass"		Benchmark Met?
	#	%	
Fall 2013	-	100%	Yes
Fall 2014	-	N/A	N/A
Fall 2015	-	100%	Yes
Fall 2016	-	0%	No

### Outcome Links

#### Critical Thinking [Program]

Marketing graduates will apply critical thinking in academic and professional environments.

#### 8.1.1 Analysis of Data and Plan for Continuous Improvement

2015-2016:

No data is available for the spring terms because critical thinking is only assessed via a critical thinking rubric in the fall semester. There were no marketing students enrolled in MGMT 481 in the fall 2014 semester; therefore, we will review the benchmark after fall 2016 when we should

have three years of data.

2016-2017:

Actions Needed: Discuss the low critical thinking scores with the marketing Coordinator. AOL Committee will determine the minimum percentage of students who should reach the 60% benchmark.

#### Outcome Links

##### Critical Thinking [Program]

Marketing graduates will apply critical thinking in academic and professional environments.

## 9 Assessment and Benchmark Major Area Test

Assessment: A Major Area Test (MAT) has been given to graduating seniors in the fall and spring semesters to assess the following learning goals:

- Students will have knowledge of both external and internal influences which determine consumer purchase behavior for customers of a given firm.
- Students will demonstrate the ability to implement target marketing strategies ranging from market segmentation, target market selection to positioning for a given firm.
- Students will demonstrate an understanding of the four components of the marketing mix (4 Ps) by identifying and evaluating a firm's current marketing mix as well as recommending needed changes in the mix strategy.
- Students will demonstrate an understanding of international marketing problems by considering international market opportunities for a given firm.

MAT is based on a 20-question multiple-choice test written by marketing faculty which has been given to graduating seniors in the fall and spring semesters.

Benchmark: 70% of marketing majors will achieve a score of 60% or higher on the MAT.

Prior to fall 2015, the benchmark was that 70% of marketing majors will achieve a score of 50% or higher on the MAT.

#### Outcome Links

##### Marketing Concepts [Program]

Marketing graduates will demonstrate knowledge of and ability to apply marketing concepts.

### 9.1 Data [Approved]

Term	Students with 60% or higher		Benchmark Met?
	#	%	
Spring 2014	-	50%	No
Fall 2014	-	N/A	N/A
Spring 2015	-	N/A	N/A
Fall 2015	-	25%	No
Spring 2016	-	60%	No
Fall 2016	-	50%	No
Spring 2017	-	29%	No

#### Outcome Links

##### Marketing Concepts [Program]

Marketing graduates will demonstrate knowledge of and ability to apply marketing concepts.

### 9.1.1 Analysis of Data and Plan for Continuous Improvement

2015-2016:

Since no marketing majors took the MAT in fall 2014, the spring 2015 data was incorrectly

reported, and the benchmark was increased for fall 2015 to a score of 60% or higher, we will continue to monitor for at least one more academic year and consider revising the benchmark again or taking remedial action after spring 2017.

2016-2017:

AOL Committee will determine the minimum percentage of students who should reach the 60% pass rate. Discuss the low MAT scores with the marketing coordinator.

#### Outcome Links

##### Marketing Concepts [Program]

Marketing graduates will demonstrate knowledge of and ability to apply marketing concepts.

## 10 Assessment and Benchmark Major Field Test

Assessment: The *ETS*<sup>®</sup> Major Field Test for the Bachelor's Degree in Business contains 120 multiple-choice questions designed to measure a student's subject knowledge and the ability to apply facts, concepts, theories and analytical methods. Some questions are grouped in sets and based on diagrams, charts and data tables. The questions represent a wide range of difficulty and cover depth and breadth in assessing students' achievement levels.

- Benchmark 1: Students will score at or above the 60th percentile on the Marketing content area of the MFT.
- Benchmark 2: Students will score a mean overall score of at least 140 on the Major Field Test.
- Benchmark 3: Students will score at or above the 55th percentile in each content area of the MFT.
  - Prior to fall 2015, the benchmark was that students will score at or above the 50th percentile in each content area of the MFT.
- Benchmark 4: Students will score at or above the 55th percentile on the International Issues content area of the MFT.
  - Prior to 2015-2016, the benchmark was that students will score at or above the 50th percentile on the International Issues content area of the MFT.

#### Outcome Links

##### Marketing Concepts [Program]

Marketing graduates will demonstrate knowledge of and ability to apply marketing concepts.

##### Global Community [Program]

Marketing graduates will analyze the global community to make sound judgment.

##### Business Concepts [Program]

Marketing graduates will demonstrate knowledge of basic business concepts.

### 10.1 Data Marketing Content Area of the MFT

Academic Year	Mean Correct Score	Benchmark met?
2013-2014	59th	No
2014-2015	82nd	Yes

Term	Mean Correct Score	Benchmark met?
Fall 2015*	53rd	No
Spring 2016	93rd	Yes
Fall 2016	N/A	N/A
Spring 2017	35th	No

\*Beginning in fall 2015, the data was disaggregated by term to allow for better analysis.

#### Outcome Links

##### Marketing Concepts [Program]

Marketing graduates will demonstrate knowledge of and ability to apply marketing concepts.

#### 10.1.1 Analysis of Data and Plan for Continuous Improvement Marketing Content Area of the MFT [Approved]

2015-2016:

This benchmark has been not been consistently met; therefore, we would like to monitor it for one more year and either revise the benchmark or take remedial action after spring 2017.

2016-2017:

Marketing coordinator should meet with the department head and dean and discuss the low scores. AOL Committee will determine the minimum percentage of students who should reach or exceed the 55<sup>th</sup> percentile target of MFT.

Maintain: We will continue to offer comprehensive subject review materials as part of the capstone course and lab to allow student to refresh their content knowledge prior to graduation. We will continue to use MFT results to assess this learning objective.

#### Outcome Links

##### Marketing Concepts [Program]

Marketing graduates will demonstrate knowledge of and ability to apply marketing concepts.

#### 10.2 Data Overall MFT Score

Academic Year	Mean Overall Score	Benchmark met?
2013-2014	150	Yes
2014-2015	147	Yes
2015-2016	N/A	N/A
2016-2017	144	Yes

#### Outcome Links

##### Business Concepts [Program]

Marketing graduates will demonstrate knowledge of basic business concepts.

#### 10.2.1 Analysis of Data and Plan for Continuous Improvement Overall MFT Score

2015-2016:

Data was not reported for the 2015-2016 academic year, so we will wait until we have three years of data after the spring 2017 semester to either revise the benchmark or take remedial action. Also, beginning in fall 2016, scores will be disaggregated by term to allow for better analysis.

2016-2017:

Review and revise materials provided via Moodle for all students enrolled in MGMT 481 lab. With the exception of marketing, marketing students did not do well in all assessment indicators. Discussion should be initiated with the marketing coordinator, department head and dean. Continue to develop and add to review modules provided via Moodle for all students enrolled in MGMT 481 lab. Create practice questions for students. Add in-person reviews in the MGMT 481 lab with an emphasis on information systems. Create an in-house exam focusing on the Marketing majors (see new SLO #1).

Maintain: Continue to use the MFT as an assessment tool. Continue to offer review opportunities in the MGMT 481 lab.

#### Outcome Links

**Business Concepts [Program]**

Marketing graduates will demonstrate knowledge of basic business concepts.

**10.3 Data** Average Content Area Scores on the MFT

Content Area	2013-2014	2014-2015
Accounting	19th	30th
Economics	32th	28th
Finance	23rd	81st
Information Systems	55th	28th
International Issues	55th	40th
Legal/Social Environment	57th	30th
Management	57th	30th
Marketing	59th	82nd
Quantitative Business Analysis	56th	8th

Content Area	Fall 2015*	Spring 2016	Spring 2017	Fall 2017	Spring 2018
Accounting	2nd	25th	37th		
Economics	24th	34th	16th		
Finance	14th	5th	8th		
Information Systems	40th	12th	40th		
International Issues	19th	70th	14th		
Legal/Social Environment	10th	58th	1st		
Management	13th	39th	80th		
Marketing	53rd	93rd	35th		
Quantitative Business Analysis	41st	48th	4th		

\*Beginning in Fall 2015, the data was disaggregated by term to allow for better analysis.

**Outcome Links****Business Concepts [Program]**

Marketing graduates will demonstrate knowledge of basic business concepts.

**10.3.1 Analysis of Data and Plan for Continuous Improvement** Average Content Area Scores on the MFT [Approved]

2015-2016:

In fall 2015, students failed to meet the benchmark in any content area. In spring 2016, students only met the benchmark in the International Issues, Legal/Social Environment, and Marketing content areas. We would like to monitor for one more year to see if any of these scores below the benchmark increase; if scores do not increase, we will thoroughly review the curriculum and add more assessments throughout the program to notify us of problem areas before students reach MGMT 481.

The College will continue to develop and add to review modules provided via Moodle for all students enrolled in MGMT 481 lab, create practice questions for students, and add in-person

reviews in the MGMT 481 lab with an emphasis on information systems. The average MFT score in spring 2015 was 147.4 (36<sup>th</sup> percentile). The 2015-2016 overall average MFT score was 147 (26<sup>th</sup> percentile), exceeding the target of 140.

2016-2017:

The 2016-2017 overall average MFT score was 144 (26<sup>th</sup> percentile), exceeding the target of 140.

#### Outcome Links

##### Business Concepts [Program]

Marketing graduates will demonstrate knowledge of basic business concepts.

#### 10.4 Data International Issues Content Area of MFT

Academic Year	Mean Correct Score	Benchmark Met?
2013-2014	55th	Yes
2014-2015	40th	No
2015-2016	56th	Yes
2016-2017	14th	No

#### Outcome Links

##### Global Community [Program]

Marketing graduates will analyze the global community to make sound judgment.

#### 10.4.1 Analysis of Data and Plan for Continuous Improvement International Issues Content Area of MFT

2015-2016:

The benchmark was increased from a score at or above the 50th percentile to a score at above the 55th percentile for 2015-2016, but neither benchmark has been consistently met for the past three years; therefore, we will monitor for one more year before revising the benchmark again or taking remedial action.

2016-2017:

- We will continue to offer comprehensive subject review materials as part of the capstone course and lab to allow student to refresh their content knowledge prior to graduation.
- We will continue to use MFT results to assess this learning objective.

#### Outcome Links

##### Global Community [Program]

Marketing graduates will analyze the global community to make sound judgment.

### Program outcomes

#### Marketing Concepts

*Marketing graduates will demonstrate knowledge of and ability to apply marketing concepts.*

#### Critical Thinking

*Marketing graduates will apply critical thinking in academic and professional environments.*

#### Communication

*Marketing graduates will formulate and express ideas effectively through oral, written, and/or technological communication in academic and professional environments.*



**Global Community**

*Marketing graduates will analyze the global community to make sound judgment.*

**Business Concepts**

*Marketing graduates will demonstrate knowledge of basic business concepts.*

End of report