

End of Year Assessment Report for Programs

Program: Marketing

Semester/year: Spring 2020

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Program Mission Statement

The mission of a BS degree in Marketing is to prepare undergraduate students to be able to continue their education at the Master's level or enter the field of marketing in an entry-level position. By providing students rigorous instruction, opportunities to apply knowledge in small segments, exposure to case studies, and opportunities to plan and create an entire marketing plan, graduates will be able to think critically, be flexible, exhibit grit and do all with joy. Built on a foundation of faith in Jesus Christ, students will also understand the meaning of being a "Roaring Lamb," as described by the Briner School of Business namesake, Bob Briner. This mission aligns with the college mission because marketing studies is a means of student transformation as they become character-filled, productive members of the business world and society at large.

Program Objectives

1. Understand and utilize key marketing terms and concepts.
2. Analyze components of marketing plans and evaluate various marketing actions to find the most effective based on quality research, customer needs and organization strategies.
3. Create a complete marketing plan in a team setting and communicate it through oral and written communication.
4. Analyze, compare and contrast how markets holding a Christian worldview approach and do marketing with unique perspectives, values and ethics.

Assessment Methods and Benchmarks - SPRING SEMESTER

Year One

Program Objective	Level of Mastery	Term	Course Number	Learning Activity	Benchmark	Assessment Method
PO1. Recognize and utilize marketing terms and concepts	I	Fall and Spring	MRKT 201	Comprehensive Final exam	Fall: 21/20 = 70% of students met Spring: 50/56 = 88% students met >70%	The final exam scores
	D	Spring	MRKT 334	Exam total	Spring: 27/30 = 90% students met	Sum of Exam Scores

					>=70%	
	M	Spring	ENTR 410	Capstone presentation	98% of students met the standard >=75%	Rubric analysis

Analysis of Assessment Findings – SPRING SEMESTER

1. Student do well in getting terms and concepts through exams. In the MRKT 201 Spring course, the final was open book in essence, so scores skewed higher than normal. The Briner team is still working on how best to evaluate mastery in ENTR 410 as this is the first time we have done the mastery evaluation this way. Having presentations via Zoom was not ideal, yet do-able.
2. MRKT 201 Marketing and MRKT 334 Advertising needs updated texts. Though the terms aren't that much different overall, changes are happening in the field of marketing (more online/data analysis) and it's a challenge to keep up with those changes.
3. Introduction and developing levels are measured well. The challenge is assessing Mastery, especially since the ENTR 410 is a team project vs individual project. GU was also granted IACBE accreditation and it's a process to mesh their requirements and our own at GU.

Sharing and Discussion of Assessment Findings – SPRING SEMESTER

1. Get new texts as needed. Continue to monitor AMA (American Marketing Association) materials/conferences, Wall Street Journal articles and other changes to keep up with new terms. (Ex: 4 Ps to SAVE)
2. Continue testing, along with application of terms/concepts through experiential projects like selling projects (MRKT 333), focus groups (MRKT 334) and mini-projects (MRKT 335).
3. Continue refining our ENTR 410 assessment. Perhaps require a written marketing plan. This year we only got a verbal presentation. This year was also an outlier year because of going online, so students did quite a bit of individual work for their businesses rather than building a plan on their own.
4. With higher point totals for the Final Comprehensive Exam, students are more motivated to do well. SPRING 2020 was an outlier with the test being essentially open book.

Use of Assessment Findings for Program Improvement (Action Plan) – SPRING SEMSTER

See above

Full Year Reflection – FALL/INTERTERM/SPRING TERMS

1. Continue testing, along with application of terms/concepts through experiential projects like selling projects (MRKT 333), focus groups (MRKT 334) and mini-projects (MRKT 335).
2. Continue refining our ENTR 410 assessment. Perhaps require a written marketing plan. This year we only got a verbal presentation. This year was also an outlier year because of going online, so students did quite a bit of individual work for their businesses rather than building a plan on their own.
3. Find out the IACBE assessment requirements to know what the rotation should be going forward. (How many per year.)
4. With conversations with Michael Ritter, MRKT 201 OL instructor, he is encouraged to add a marketing plan final project to the course.
5. Talk with Professor Deadmond (was LeVart) to include projects in MRKT 334 case studies. This coming year may be an option to work with the Panther Clawset.
6. Continue to require quality writing.
7. For the Mastery discussion, Briner faculty met (via Zoom this year) to talk over our findings, our weaknesses and our progress in assessment related to GU requirements and IACBE requirements.
8. Project for fall – Redo the operational plan to match IACBE requirements starting Fall 2020. Here are the updated Marketing Program SLOs.

1. Utilize key marketing terms and concepts in the marketplace.
2. Analyze components of marketing plans and actions using effective research techniques.
3. Demonstrate quality oral and written communication by presenting a complete marketing plan.
4. Articulate how a Christian worldview affects one's application of marketing principles.
5. Support a constructive and positive team climate by engaging all members respectfully in a diverse setting.

Supporting Documents

See FCARs and IACBE documents.