

Operational Plan for the Marketing Program

Section A

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Welcome to Greenville University Marketing!

Marketing researchers estimate Americans are exposed to at least 4,000 – and as many as 10,000 – marketing messages a day. So how does an organization get their best messages to the right people? It's not just about creating clever advertisements or viral social media posts. Marketing is an incredibly broad field encompassing all aspects of discovering customer – consumer and organizational buyer – wants and needs and then meeting them. Excellent marketers develop missions and strategies, understand buyer behavior, reach global markets, research market options, and make decisions concerning the 4 Ps of marketing – product, price, place, promotion. Knowing terms and concepts is not enough for college graduates, however, so marketing application opportunities are given in every course so students develop their analytical and decision-making skills. No matter in what field, in what type of organization – for profit or not-for-profit – or in what position a person finds themselves, marketing will be a part of it.

Program Mission Statement

The mission of a BS degree in Marketing is to prepare undergraduate students 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, exposure to case studies, and opportunities to create entire marketing plans, GU marketing graduates will 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 set forth by the Briner School of Business namesake, Bob Briner. In each course, students explore how they can become servant leaders and influence the marketing of any future organization with character and integrity.

Programmatic Faith Integration

Should Christians avoid any careers involving marketing? Is it a field only for those who are willing to deceive and manipulate customers for financial gain? That is the first question students grapple in marketing class. Thankfully, after thoughtful discussions, students discover Christians SHOULD be in the marketing field to be positive agents. Because the best marketing is relationship marketing, those who know how to love their neighbor as themselves experience great success discovering and meeting the needs of customers. Organizations thrive as a result. In all marketing courses, students will learn and apply marketing concepts, explore real cases, discuss current events, and learn how to be a “Briner Roaring Lamb”, a Christian of influence in the field of marketing.

Section B

Program/Major Objectives: *Qualities and competencies expected in graduates from this program/major*

At the close of their degree, students should be able to:

1. Understand and utilize key marketing terms and concepts in the marketplace.
2. Analyze components of marketing plans and evaluate various marketing 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.

Marketing's Fulfillment of the SLOs

By pursuing this program, Briner faculty are enabling the students to fulfill the mission of GU by challenging them to discover how a person of character and service in the field of marketing can make an impact. With many marketers lacking strong ethics, those holding high integrity will be influential in their organization and in the industry as a whole. What better way to love others than to help by meeting their needs through communicating available goods, services, and ideas through marketing. Marketing students will fulfill GU SLOs by learning marketing terms, concepts and skills through classroom and experiential learning. Students will also work in project teams in every course with the expectation they will sharpen their ability to communicate ideas through written and oral

presentations. Plus, collaborating with students from all over the world, students will discover marketing similarities and differences between marketing in the US and beyond.

Marketing's Connections to Greenville University as a Whole

To be excellent in the industry, marketers need to understand every culture, all types of people, every worldview, changes in economics, the latest in technology, and data analysis. General education studies will give GU marketing majors a solid base of understanding of the world around them in order to be more effective in the field of marketing. The reverse is also true. Marketing touches every field as those in education, ministry, engineering, social work, criminal justice and more seek to understand the needs and want of their stakeholders, work to meet those needs and persuade their stakeholders the importance of their involvement.

Section C

Program Learning Objectives	Marketing Curriculum Map					Required Courses Learning Opportunities					
	MRKT 201	MRKT 332	MRKT 333	MRKT 334	MRKT 335	BUSN 335	BUSN 360	BUSN 409	DMDA 120	ENTR 410	PSYC 202
1	I	D	D	D	D	D	D	D	D	M	I
2	I	D	D	D	M	D	D	D	D	D	I
3	I	D	D	M	D	D	D	D	D	D	D
4	I	D	M	D	D	D	D	D	D	D	D
5	I	D	D	D	D	D	D	D	D	M	D
Key: I = Introduce, D = Developed, M = Mastered											

Program Learning Objectives	Business Foundations Courses (MRKT 201 is a foundation course.)				
	ACCT 101	BUSN 101	BUS 222	ECON 102	ENTR130
1	I	I	I	I	I
2	I	I	I	I	I
3	I	I	I	I	I
4	I	I	I	I	I
5	I	I	I	I	I
Key: I = Introduce, D = Developed, M = Mastered					

Section D

Streamlined SLOs	Program Objective	Level of Mastery (IDM)	Term	Course number	Learning Activity	Benchmark	Assessment method
Year One							
SLO 2	1	I	Fall/Spring	MRKT 201	Comprehensive Final Exam	>70%	Comprehensive Final Exam
		D	Fall	MRKT 335	Application Questions	>70%	Test total
		M	Spring	ENTR 410	Team project	>70%	Presentation Total
Year Two							
SLO 3,4	2	I	Fall/Spring	MRKT 201	Case Study	>70%	Sum of Parts 1&2
		D	Fall	MRKT 335	Product analysis paper	>70%	Rubric
		M	Alt spring	MRKT 333	Final Exam Sales Plan in 1 hour	>70%	Rubric
Year Three							
SLO 3, 4	3	I	Fall/Spring	MRKT 201	Event Mktg Plan Team Project	>70%	Rubric
		D	Fall	MRKT 335	Final team project	>70%	Rubric
		M	Alt spring	MRKT 334	Shark Tank Final Project	>70%	Rubric
Year Four							
SLO 6	4	I	Fall/Spring	MRKT 201	Honorable Influence Essay	>70%	Rubric
		D	Fall	MRKT 334	Papers with ethical situations	>70%	Rubric
		M	Alt spring	MRKT 333	Christian in Sales Essay	>70%	Rubric
	5	I	Fall/Spring	MRKT 201	Event Mktg Plan Team Evaluation	>70%	Rubric
		D	Alt spring	???	???	>70%	Rubric
		M	Spring	ENTR 410	Entrepreneurship Capstone	>70%	Rubric

Description of Assessment Processes

The marketing program is founded on the idea of building knowledge and skills, and then providing experiential learning for students where they employ their knowledge using analysis and decision-making skills. For instance, in MRKT 201, students tackle their first marketing case study in a formative assignment. In MRKT 333, 334 and 335, they study more cases and actually try their hand dealing with real-world experiences in sales, advertising and marketing. These formative assignments prepare them for ENTR 410 Entrepreneurship Capstone where create their own business, write a marketing plan and execute that plan.

The focus of Program Objective #1 is knowledge. Do students know and understand marketing terms and concepts? This is measured by quizzes, tests and exams on must-know terms and concepts. The mastery of marketing knowledge is measured in ENTR 410.

The focus of Program Objective #2 is analysis. Do students know how to analyze marketing information and take marketing actions based on that information? This is measured by case study work, which begins in the foundational course MRKT 201. All courses contain case studies – either written or real-life problems – where students will practice working through data and information and making decisions as they respond to the information given or discovered. Their mastery of these abilities is measured is measured by the Written Sales Plan final in MRKT 333.

The focus of Program Objective #3 is communication. Do students know how to create their own marketing plan and then communicate it clearly in writing and orally? This begins in the foundational course MRKT 201 with a team marketing plan presentation and continues through all the Marketing courses. Students' mastery of the material is shown in the Shark Tank Final Project in MRKT 334.

The focus of Program Objective #4 is ethics and understanding the Christian worldview. Do students understand the ethical situations inherent in marketing? Discussions begin in MRKT 201 and are assessed through the Honorable Influence essays. In MRKT 334, students discuss cases with ethical situations. Formative assessment is MRKT 333 Practicum, and mastery is measured in MRKT 333 Christian in Sales Essay.

The focus of Program Objective #5 is understanding and appreciating diverse perspectives and working well as a team. Students will evaluate their teamwork as well as their team members after their MRKT 201 Event Marketing Plan Team project. TBD for development. Final assessment of this objective will be made through the ENTR 410 Entrepreneurship Capstone.

Some of the best feedback the program receives comes from Greenville University Marketing graduates. Those former students report back in surveys and informal letters that they were prepared for their first job and are succeeding in their fields. For instance, Alex Ruppert, Class of 2017, shared with current students in MRKT 333 the spring of 2019 how he has been successful as a Hershey

Chocolate sales rep, regularly beating sales goals and often being tops in his region. Alex Staton, Class of 2017, is GU's own marketing director. Michelle Beirnbaum and Nolan Whitely, Class of 2018, as a your person moving up in the marketing industry in St. Louis and as an analyst for a major legal consulting company in Chicago. Giving students knowledge, the skills to analyze and apply that knowledge in an ethical manner prepares GU students to be successful in their fields.

Assessment Timetable

The Marketing Program will begin a 4-year rotation to study and analyze each program objective, starting with PO1 in 2019-2020. Successive years, the others will be studied: PO2 in 2020-2021, PO3 in 2021-2022 and PO4 & PO5 in 2022-23. This does not mean those not studied will be ignored. Continuous improvement will be on-going each year in each objective area, but the selected area will be scrutinized more intensely. During May Convention, assessment evidence will be reviewed by those teaching courses in the program (currently Keeli Snow, Rich Beans, Issac Gilmore, Eric Watterson). Assignments on the Learning Objective Alignment Chart still be discussed first, with anecdotal materials also discussed as needed each year end. FCAR information, student course evaluations and any information from graduate surveys will be reviewed. Faculty in the program who also meet together in the FLCs will also have a chance to talk informally about course improvements throughout the year in their FLC meetings. Findings and changes will be noted in the end-of-the year documents.