

## End of Semester Assessment Report for Programs

Program: Marketing	Semester/year: Fall 2017
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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 Targets

Student Learning Outcomes	Program Objective Number	Course Number	Course Objective Number	Assignment in Course	Assessment Method	Level of Mastery expected in this course
<b>1. Seek Truth Through Critical Inquiry and Research</b>						
1.1 Practice critical self-awareness	1	MRKT201	1	Short Answer Final	70%	I
		MRKT335	1	Text Quiz Total	70%	D
		MRKT 334	1	Exam Total	70%	D
1.2 Understand our world and comprehend quantitative and conceptual relationships	2	MRKT334	2	History of Ad	70%	I
		MRKT 201	2	Outline	70%	D
		MRKT335	2	Retail S.Hunt Focus Group Paper	70%	D

1.3 Think integratively to solve problems	2	MRKT201 MRKT334 MRKT335	2 3 5	Do-It-Myself MKT Focus Group Project Product Analysis Ppr	70% 70% 70%	I D D
1.4 Apply skills and systematic reasoning	3	MRKT 332 MRKT 201 MRKT 334	3 5 5	Ad Project Pillsbury Case Part 1 Analytics Simuation	70% 70% 70%	I D D
<b>2. Collaborate and Communicate</b>						
2.1 Communicate and Cooperate	3	MRKT201MRKT335 MRKT333	5 4 4	Event Mkt Plan Pres. 22 Laws Speeches Pairs Sales Final	70% 70% 70%	I D D
2.2 Value others						
<b>3. Engage Culture and Be Creative</b>						
3.1 Demonstrate cultural awareness						
3.2 Demonstrate creativity and appreciation for arts, beauty, and ideas	3	MRKT 201 DMDA120MRKT334	2 6	Print Ad Analysis Build a website Campaign shark pitch	70% 70% 70%	I D D
<b>4. Demonstrate Faith and Learning in Action</b>						
4.1 Recognize worldviews						
4.2 Apply Christian values	4	MRKT201 MRKT332 MRKT333	1 4 7	Guest speaker Philosopphy of CB Perspectives in Sales	70% 70% 70%	I D D
4.3 Respond to God						
4.4 Maintain healthy self-regard and a growth-focused lifestyle						

P01.

- A. MRKT 201 Final Exam short answer section is an comprehensive text allowing students to demonstrate knowledge of basic marketing terms and concepts and applying those by giving examples. This objective was met by 25 students (83%), 5 students (17%) missed the 70% benchmark.
- B. MRKT 335 three multiple choice quizzes allowed students to demonstrate their knowledge of terms and concepts. This objective was met by 7 students (78%) at 80% or above, 2 students (22%) did not meet this objective.
- C. Marketing 201 D-I-Y Marketing Plan required students to apply marketing planning principles to their own lives. 28 students (93%)met the 70% benchmark and 2 (7%) did not, as they did not even attempt the assignment.

P02.

- A. MRKT 201 Team Event Marketing Plan final project required students to work together to create a marketing plan of a GU event using all their knowledge from the course. All 30 students met the 70 % standard
- B. MRKT 335 Marketing Case writing and development assignment required students to research and write their own case. 8 students (89%) met this objective at 80% or above, 1 student (11%) did not meet this objective.

P03.

- A. MRKT 201 Pillsbury Case Study Part 1 required students to apply marketing principles and critical thinking skills on a real-life case. 29 students (96%) met the standard and one did not.
- B. MRKT 335 Course objective 3 was measured by the Week 7 Classroom Discussion and Quiz. 7 students (78%) met this objective at 80% or above, 2 students (22%) did not meet this objective.

P04.

- A. MRKT 201 A guest speaker, Chad Stewart, spoke with students about being a Christian in the workplace. This objective was not assessed specifically on that topic.
- B. MRKT 335 Course objective 5 was measured by the written Teacher's Note. 8 students (89%) met this objective at 80% or above, 1 student (11%) did not meet this objective.

### **Assessment Findings**

P01.Students still need to be encouraged, coached and required to engage with the material in the text book rather than rely on the teacher to give all material needed to them in lectures.

P02. Students are able to apply their knowledge as provided by the teacher, but need to be able to do more research on their own to contribute to case studies and projects.

PO 3. Student writing overall needs more practice and specific evaluation.

PO 4. More work needs to be done to teach, discuss and measure knowledge about using Christian principles and applying ethics in the marketing field.

## **Analysis of Assessment Findings**

The Marketing Program alignment worksheet provided a framework for discussions.

David had a place to start as he began teaching for BSB this first semester, specifically teaching MRKT 335 Case studies. He brought a new perspective and new ability (marketing case research and writing) to the program.

Jane was able to refine MRKT 201 by adding an application portion to the regular multi-choice exams, which allowed students to apply marketing principles without navigating troubling vocabulary. Building Block assignment were also added to help students build their final project through the semester with feedback from the professor BEFORE the final presentation. This did lead to better final projects.

Jane did not have students write about faith/learning after listening to guest speaker Chad Stewart talk about Christian faith in the work place. They heard it but their understanding was not assessed.

David didn't add a group project piece to MRKT 335 this semester.

The school has new student learning outcomes, which will need to be reworked in the program alignment worksheet in May.

## **Sharing and Discussion of Assessment Findings**

David and Jane talk weekly informally about who courses and progressing. Small changes are implemented mid-course, if possible. Following the end of the semester, they got together for 30 minutes to talk over findings, successes and failures. After Course Assessment Reports were completed, more detailed information was compiled in this report.

## **Use of Assessment Findings for Program Improvement (Action Plan)**

To be done:

Rework GU SLOs this spring.

Reassess marketing objectives and update the alignment table.

Update the textbook and exams in MRKT 201. Add PearsonLab? Research to find out.

Add a group project piece to MRKT 335.

Design an assignment specifically to measure student understanding of ethics and Christian values in the marketing industry in MRKT 201.

Improve research skills by adding appropriate assignments upper level courses.