

## End of Year Assessment Report for Programs

Program: Marketing	Semester/year: Spring
Contact Person: Jane Bell	Submission date: May 17, 2019

### 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

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

1. Understand and utilize key marketing terms and concepts. (KNOWLEDGE)
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. (ANALYSIS)
3. Create a complete marketing plan in a team setting and communicate it through oral and written communication. (APPLICATION)
4. Analyze, compare and contrast how markets holding a Christian worldview approach and do marketing with unique perspectives, values and ethics. (ETHICS)

### Assessment Methods and Benchmarks – SPRING SEMESTER

Program Objective	Introducing	Developing	Mastering
PO1. KNOWLEDGE	MRKT 201 Comprehensive exam	MRKT 332 Total quizzes	MRKT 335 Test total
	Benchmark: >=70%	Benchmark: >=70%	Benchmark: >=70%
	Evidence: 78%	Evidence: 87%	Evidence: <i>Not taught this semester</i>
PO2. ANALYSIS	MRKT 332 Consumer profile paper	MRKT 333 Final Sales Plan	MRKT 335 Case study total
	Benchmark: >=70%	Benchmark: >=70%	Benchmark: >=70%
	Evidence: <i>Not taught this semester</i>	Evidence: 100%	Evidence: <i>Not taught this semester</i>

PO3. APPLICATION	MRKT 201 Final Team Project	MRKT 334 Shark Tank final project (not taught)	BUSN 405 Case study
	Benchmark: >=70%	Benchmark: >=70%	Benchmark: >=70%
	Evidence: 100%	Evidence: <i>Not taught this semester</i>	Evidence: 100%
PO4. ETHICS	MRKT 201 Honorable Influence Essay	MRKT 333 Christian in Sales Essay	MRKT 335 Group Ethics presentation
	Benchmark: >=70%	Benchmark: >=70%	Benchmark: >=70%
	Evidence: 86%	Evidence: 93%	Evidence: <i>Not taught this semester</i>

### **Analysis of Assessment Findings – SPRING SEMESTER**

In some areas, the lower numbers of students achieving the benchmark levels is due to the fact MRKT 201 is a foundational course for all business students. Those heading to a degree in accounting, for instance, may not have the bent, interest or best-effort to learn about marketing. Many other non-majors also take the course. Once students get into higher levels, however, they are showing proficiency in reaching the program objectives. Adding more data analysis (MRKT 201 this semester) is a focus. Finding areas of Mastery is needed. Students are understanding the how Christianity influences marketing, but may not always apply those principles in their work (Entrepreneur Week/Sales Course selling). Case studies are use throughout the program and students are comfortable and interested in learning about and applying marketing through that teaching method. They are able to apply those skills in Business Case Studies, Entrepreneurship and Experience First. The four-year rotation of program objectives will be helpful as we can focus on one area more thoroughly.

### **Sharing and Discussion of Assessment Findings – SPRING SEMESTER**

Conversations were had by the program director (Jane Bell) and faculty members who are involved in the program. One-on-one discussions were held with Rich Beans, David Anderson and Deloy Cole to talk about appropriate assignments, the quality of the program objectives and evidence of success. This was done during May Convention. Email conversations were held with Keeli Deadmond, who was pursuing her PhD during May Convention. Keeli and I work together closely because Marketing Case Studies is so important.

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

Past:

1. The courses in the major fit together well.
2. Professors in those courses have taught a number of years and are strong teachers with a great deal of knowledge about their subjects.
3. Continuous improvement was made by these professors, though not always documented well.

Present:

1. Assessment methods and procedures are more clear and streamlined.
2. Program objectives are strong and connected well with university SLOs.
3. Marketing graduates of the program and successful in finding jobs and getting into graduate schools. They report they are well prepared. ( See evidence)

#### Future: (Action plan)

1. Discussions need to find right courses and assignment to measure mastery of the program objectives. That is a challenge as Briner Business School Capstone course and Experience First are evolving.
2. The on-line courses, particularly the Marketing Case Studies course, need to be studied to make sure they are similar enough with the face-to-face courses. The MRKT 201 adjunct is doing well. MRKT 335 needs to be looked into.
3. Data analysis and data-driven decision making are very important skills needed by our grads. Assignments need to be added to every class to ensure they are learning and practicing these skills.
4. The program objectives will be on a 4-year assessment rotation, starting with PO1 (KNOWLEDGE) during the 2019-2020 school year.

### **Full Year Reflection - FALL/INTERTERM/SPRING TERMS**

#### FALL 2018 ACTION PLAN

1. *Solidify program objectives.* Yes, this was completed.
2. *Add data analysis assessment in MRKT 201.* Yes, digging into Google Analytics for the Papyrus was completed.
3. *Add Christian-specific assignment to MKRT 334 to the WalMart case.* This course will be taught in the fall.
4. *Before Consumer Behavior is taught again in 2020, discussions need to be held on how this course meets objectives and how to make sure students see the importance of understanding the psychology of consumers.* This course will be taught in the fall.

The proof that this program is meeting objectives is now more evident with better documentation, regular discussions between faculty (particularly outside of the Briner School) and honest comments collected from program graduates. The experienced faculty are continually improving their courses (and documenting that!) and it's encouraging to see how the information/assignments are layered well. Measuring Mastery is still an issue because there is not a 400-level marketing-only course. Students take Business Case Studies, Business Capstone and Experience First where they exercise their marketing skills, but their marketing abilities are not assessed individually. This needs to be discussed. Faith integration is stronger with writing assignments, but more daily discussions, particularly in MRKT 201, need to be added to the lecture and slide presentations.

### **Supporting Documents**

1. Comments from marketing program graduates.
2. Materials put together by the program director and marketing department for recruiting and program marketing.