

**ASSESSMENT RECORD FOR
DEPARTMENT
OF**

Business

(Academic Department Name)

June 1, 2007 – May 31, 2008

September 9, 2008

(Assessment Period Covered)

(Date Submitted)

Includes Assessment Reports for those Instructional Programs listed below:

Title of Instructional Degree Program

Degree Level

(Associate, Bachelors,
Master's, etc.)

Marketing

BBA

Submitted By: Charles Torti

(Departmental Chair or Faculty Assessment Representative)

ASSESSMENT REPORT FOR

Marketing

(Instructional Degree Program)

BBA

(Degree Level)

June 1, 2007 – May 31, 2008

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September 9, 2008

(Date Submitted)

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission Reference: As a university committed to the liberal arts as fundamental to education and committed to our affiliation with the Presbyterian Church (U.S.A.), Schreiner is dedicated to excellence in preparing students to live purposeful, humane and productive lives in their work, faith groups, families and communities.

College/University Goal(s) Supported: Schreiner is dedicated primarily to educating undergraduate students in the liberal arts, sciences, and professional disciplines, preparing them for entry into specific careers and graduate or professional programs.

Intended Educational (Student) Outcomes:

1. Graduates will apply the marketing mix by formulating a strategic marketing plan that addresses customer behavior & satisfaction, market size, competitive pricing of goods or services, advertising & promotional strategies, and uses marketing research. Specifically students will exhibit teamwork, oral & written communications, computer literacy, empirical research skills, organizing & planning skills, and ethical behavior in confronting competition through a nation wide simulation.

2. Upon completion of a BBA in Marketing, students will demonstrate an application level of the marketing processes, 4Ps, consumer & industrial buyer behavior, market segmentation, social issues, research procedures, and global marketing issues. Specifically, students will exhibit organizing & planning skills, decision making, written communications, and analytical skills relative to marketing through a major field exam and strategic marketing plan.

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Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

___ Graduates will apply the marketing mix by formulating a strategic marketing plan that addresses customer behavior & satisfaction, market size, competitive pricing of goods or services, advertising & promotional strategies, and uses marketing research. Specifically students will exhibit teamwork, oral & written communications, computer literacy, empirical research skills, organizing & planning skills, and ethical behavior in confronting competition through a nation wide simulation.

First Means of Assessment for Outcome Identified Above:

___ **a. Means of Program Assessment & Criteria for Success:** Nation-wide simulation model in colleges and universities participate; success is measured by finishing among the top 25% teams.

___ **a. Summary of Assessment Data Collected:** SU mean Return on Sales 5.53 compared to national mean of 9.06; one team exceeded the national mean with a 14.93 return. Individual teams ranking 143, 668, and 714 out of 804 teams.

___ **a. Use of Results to Improve Instructional Program:** The Andrews team scored in the 1st quadrant, Baldwin and Chester teams scored in 4th quadrant. Accordingly, inventory control and debt & operation costs will be strengthened in BSAD 3360. Minor changes in the *marketing* curriculum were recently approved and a new Professional Selling course is now available.

ASSESSMENT REPORT FOR

Marketing

(Instructional Degree Program)

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Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

___ Upon completion of a BBA in Marketing, students will demonstrate an application level of the marketing processes, 4Ps, consumer & industrial buyer behavior, market segmentation, social issues, research procedures, and global marketing issues. Specifically, students will exhibit organizing & planning skills, decision making, written communications, and analytical skills relative to marketing through a major field exam and strategic marketing plan.

First Means of Assessment for Outcome Identified Above:

___ **a. Means of Program Assessment & Criteria for Success:** ETS Major Field Test for Business with assessment indicators: accounting, economics, management, quantitative analysis, finance, marketing, legal, information systems, and international issues. Scores are reported on a scale of 120-200 and national comparative data for 447 colleges are used to compare scores of SU BBA- Marketing seniors.

___ **a. Summary of Assessment Data Collected:** The *marketing* section of the ETS Major Field Test for Business resulted in a national mean score of 52.6 and SU scored 50.

___ **a. Use of Results to Improve Instructional Program:** Minor changes in the *marketing* curriculum were recently approved and a new Professional Selling course is now available.

Second Means of Assessment for Outcome Identified Above:

___ **b. Means of Program Assessment & Criteria for Success:** Business Plans are submitted to loan officers of banks/Business Advisory Board for review and success is measured if a proposed business plan is rated as "investment worthy". Primary focus is marketing section of the Business Plans.

___ **b. Summary of Assessment Data Collected:** Only 40% of the Business Plans were investment worthy; however, all *marketing* sections satisfied the target markets, positioning, SWOT analysis, and the 4 Ps.

___ **b. Use of Results to Improve Instructional Program:** No significant changes are warranted at this time; a MarketShare simulation is being investigated to improve the assessment.