

**ASSESSMENT RECORD FOR
DEPARTMENT
OF**

Business

(Academic Department Name)

June 1, 2006 – May 31, 2007

September 7, 2007

(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, 2006 – May 31, 2007

(Assessment Period Covered)

September 7, 2007

(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 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.

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 marketing/advertising plans.

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Marketing

(Instructional Degree Program)

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BBA

(Degree Level)

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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.

1 Graduates will apply the marketing mix by formulating a 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 Market Share simulation.

First Means of Assessment for Outcome Identified Above:

1 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 500 colleges are used to compare scores of SU BBA- Marketing seniors.

1 a. Summary of Assessment Data Collected: The *marketing* section of the ETS Major Field Test for Business resulted in a national mean score of 53.1 and SU scored 55.

1 a. Use of Results to Improve Instructional Program: Minor changes in the *marketing* curriculum are recommended and if approved by Academic Affairs a new Professional Selling course will be available in Fall 08.

ASSESSMENT REPORT FOR

Marketing

(Instructional Degree Program)

June 1, 2006 – May 31, 2007

(Assessment Period Covered)

BBA

(Degree Level)

September 7, 2007

(Date Submitted)

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.

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 marketing/advertising plans.

First Means of Assessment for Outcome Identified Above:

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