

# Marketing Management Major Improvement Implementation Report Spring 2016

Five of the learning outcomes for the BBA degree are inherent to the various majors in the Fogelman College of Business and Economics. Faculty in the Department of Marketing and Supply Chain Management developed a sixth learning outcome (i.e., "Graduates will be effective marketing planners.") and three related objectives that are unique to completion of the Economics major. Faculty developed a rubric for measuring the traits included in this outcome. The rubric was then used to provide direct measures of assessment in courses that faculty felt were appropriate for measuring the degree that the benchmark for the learning outcome has been met. Data were entered into an Excel Pivot Table and analyzed. Data was then placed into a pie chart format to make improve the ability of faculty to view the results of the Assessment of Learning process. The benchmark standard used by the College for each objective was adopted which requires that 75 percent of students being assessed fall into the Exemplary category. Otherwise, one or more recommendations for improvement will be made and implemented relating to that objective. The following URL provides access to the rubric and data assessment results. <http://www.fcbeassessment.net/UGMajorsAssessment.htm>

The following is a review of results from the Assessment of Learning process.

**1. Identify and interpret the marketing environment and then formulate an effective process for the development of a marketing plan** A review of the results from the assessment process indicated that 78 percent of the students assessed for this objective fell into the Exemplary category while 9 percent fell into the Good category and 13 percent fell into the Fair category.

- Although the objective was met, in the spirit of continuous improvement, the MSCM department will continue to monitor the progress of this objective, particularly in the MKTG 4901 class, and seek to increase the percentage of students falling into the exemplary category.

**2. Analyze and formulate the appropriate elements needed to develop a clear and concise marketing plan** . A review of the results from the assessment process suggested that the department was short of the desired learning outcome threshold, with 78 percent of students assessed for this objective being rated in the Exemplary category 4 percent in the Good category and 18 percent in the Fair category).

- Although the objective was met, in the spirit of continuous improvement, the MSCM department will continue to monitor the progress of this objective, particularly in the MKTG 4901 class, and seek to increase the percentage of students falling into the exemplary category.

**3. Integrate the needed strategic components and develop recommendations for an effective marketing plan and communicate the details of the marketing plan in an**

**effective and concise manner.** A review of the results from the assessment process indicated that 78 percent of the students assessed for this objective fell into the Exemplary category while 4 percent fell into the Good category and 18 percent fell into the Fair category.

- Although the objective was met, in the spirit of continuous improvement, the MSCM department will continue to monitor the progress of this objective, particularly in the MKTG 4901 class, and seek to increase the percentage of students falling into the exemplary category.