

ASSESSMENT PLAN & REPORT 2013/14: MARKETING

Program/Department: Marketing Program in MMIS

Program Mission:

The mission of Marketing Program is to produce successful graduates in the field of marketing who are well equipped in knowledge, communication skills, and technology to compete in a global marketplace and /or start their own business.

Program Effectiveness Objectives (PEOs)

Program effectiveness objectives include a student's ability to:

1. Demonstrate application of marketing concepts in any business environment.
2. Analyze marketing functions in the flow of goods and services in the marketplace.
3. Prepare, and present cases and recommend solutions based on identified problems.
4. Evaluate and choose business opportunities based on sound business or marketing plan.
5. Prepare coherent steps required in conducting global business.
6. Recognize the importance of diverse workplace and its contribution to organizational performance.
7. Resolve ethical issue when confronted with a dilemma.

Student Learning Outcomes (SLOs)

A graduate of the Marketing Program will be able to:

1. Critically evaluate marketing functions performed by channel members in the industry.
2. Organize thoughts to effectively communicate in any business environment.
3. Integrate technology to provide solutions to marketing problems.
4. Evaluate entrepreneurial opportunities.
5. Integrate marketing concepts in a global business environment.
6. Recognize the importance and contribution of organizational diversity in a business environment.
7. Determine ethical issues and select appropriate actions.

Program Effectiveness Outcomes (PEOs) and Student Learning Outcomes (SLOs)

PEOs	SLOs	Assessment Instruments	Criteria
1. Demonstrate application of marketing concepts in a business environment	a. Critically evaluate functions performed by channel members in the industry	a. Direct Assessment Instrument 1. Principles of Marketing (MKTG 3110),	C grade and above
2. Analyze marketing functions in the flow of goods and services	b. Organize thoughts to effectively communicate in any business environment	b. Direct Assessment Instrument 2. Sales & Marketing (MKTG 3705); Marketing Strategy (MKTG 4880)	C grade and above
3. Prepare and present cases and recommend solutions.	c. Integrate technology to provide solutions to marketing problems	c. Direct Assessment Instrument 3. Logistics (MKTG 3840); Marketing Research (MKTG 4830)	C grade and above
4. Evaluate and choose business opportunities based on sound business or marketing plan.	d. Evaluate entrepreneurial opportunities	d. Direct Assessment Instrument 4. Consumer Behavior (MKTG 3780);Marketing Strategy (MKTG 4880).	C and above
5. Prepare coherent steps required in conducting global business.	e. Integrate marketing concepts in a global business environment	e. Direct Assessment Instrument 5. International Marketing (MKTG 4820);MGMT 4850	C and above
6. Recognize the importance and contribution of diversity to organizational performance.	f. Assess organizational diversity in a business environment	f. Indirect Assessment Instrument 6. Senior Exit Survey	Percentage of respondents who positively recognize this role.
7. Resolve ethical issue when confronted with a dilemma.	g. Determine ethical issue and select appropriate action.	g. Direct Assessment Instrument 7. International Marketing (MKTG 4820); Business Strategy and Policy. (MGMT 4890).	C and above

Definition of Criteria for Assessments

Grade Level :

- A : Demonstration of excellent ability to fully address problems, integrate and apply concepts and principles taught in the College of Business curriculum.
- B : A clear demonstration of some depth and complexity in the analysis and application of concepts and principles taught in the College of Business curriculum.
- C : Adequately demonstrating a good understanding and ability to apply in less complex way, the concepts and principles taught in the College of Business curriculum.
- D : Showing inadequacy in the grasp and application of concepts and principles taught in the curriculum of College of Business.
- F : Inability to understand and apply concepts and principles taught in the curriculum of College of Business.

Senior Exit Survey:

This survey is an indirect assessment approach that captures the views and input of graduating students with regard to Marketing Program offerings and core courses in the College of Business. Awareness and importance of workplace diversity, level of student satisfaction/dissatisfaction at the college and CSU levels are determined using percentage as a measure. Suggestions made by respondents are carefully considered during program planning and implementation phases.