

ASSESSMENT REPORT FOR INSTRUCTIONAL PROGRAMS

Name Wolanyo Kpo, PhD Program / Department: MARKETING

PART 1: ASSESSMENT REPORT

Evidence to Support Achievement of Student Learning

The results of student learning outcomes came from multiple sources - through direct assessment instruments and MFT external assessment, and indirect assessment instrument (Senior Exit Survey). The evidence of learning we present are based on: (1) Senior Exit Survey; and (2) ETS Capstone Exam, Major Field Test-Business. The ETS Capstone Exam (MFT-Business) for Fall 2016 was not administered due to financial/budgetary constraints at CSU. It was, however, administered in Spring 2016 for which data was available and presented. In past years, this assessment has been useful in examining our efforts internally and against other local institutions and national standards. Our assessment process has also led to implementation of some of the recommendations/suggestions made by students on our Exit Survey. For example, the desire by many respondents to start and run their own businesses prompted some curricular changes. Some of the implementations include introduction of Online and Hybrid courses, emphasis on data and spreadsheets in Accounting and Finance, intersession classes, focus on entrepreneurship as an area of concentration, as well as making more classes available for evening students. All these initiatives are directed toward enhancing course offerings and improving graduation rate.

Majority of our students can identify with the immediate and visible benefits that come with the assessment process such as providing equipment/technology to facilitate their learning process. There is need to continue to educate the students how the assessment process is in their best interest and therefore, should be given the utmost attention that it deserves. This is due to the fact that the assessment process tends to foster an environment that presents and promotes learning outcomes, performance between faculty, staff, and students on one hand, and allows students' input on the other.

The following Marketing Student Learning Outcomes (SLOs) are addressed below:

SLO1: Critically evaluate marketing functions performed by channel members in the industry.

SLO2: Organize thoughts to effectively communicate in any business environment.

SLO3: Integrate technology to provide solutions to marketing problems.

SLO4: Evaluate entrepreneurial opportunities.

SLO5: Integrate marketing concepts in a global business environment.

SLO6: Recognize the importance and contribution of organizational diversity in a business environment.

SLO7: Determine ethical issues and select appropriate actions.

1. EXIT SURVEY

The Senior Exit Survey captures graduating students' perceptions of:

A. University Programs - Evaluation of program offerings of CSU, COB, and Marketing. The level of student satisfaction was measured on a 5-point rating scale: 0=N/A; 1=Poor; 2= Adequate; 3=Good; 4=Excellent.

B. COB Experience - Overall satisfaction with their COB experience as assessed on a 5-point scale:

1= Very Dissatisfied; 2=Dissatisfied; 3=Not Sure; 4=Satisfied; 5= Very Satisfied.

C. Appreciation for Diversity – Students' understanding of the importance and contribution of diversity in business organizations was assessed on a 5-point rating scale:

1= Extremely Important; 2=Very Important; 3=Important; 4=Not Sure; 5= Not Important.

D. Employment & Graduate School Plans - Employment in major field of study or graduate school plans.

Summary of Data Trends

Sample: Seven (7) Marketing graduating seniors responded to the Senior Exit Survey, summary outcomes which are presented as follows:

Employment Plans: One (1) is currently employed in Marketing, their major field of study, two (2) have job offers in their major field of study.

Graduate School Plans: Three (3) plan to apply to graduate school within one year of Graduation.

Age Grouping Of Respondents:

Less than 20	0
20-26	5
26-30	1
31-40	0
Over 41	1

Gender Grouping of Respondents: There were three (3) females and four (4) male respondents.

High School Attended: Four (4) respondents attended Chicago Public Schools; Two (2) attended Suburban High Schools; and One (1) attended High School in other secondary school system prior to enrolling in Chicago State University.

Transfer Students: 6 respondents transferred from another tertiary institution, while one (1) did not attend a tertiary institution prior to enrollment at Chicago State University.

Associate Degrees: Three (3) respondents received an Associate Degree before enrolling at Chicago State University. One (1) did not have an Associate Degree.

Estimated GPA at time of Graduation:

<u>GPA</u>	<u>N</u>
Less 2.0	0
2.1 - 2.5	0
2.6 - 3.0	2
3.1 - 3.5	2
3.6 - 4.0	1

Enrollment Status:

	<u>N</u>
Full Time - Day	4
Full Time - Evening	2
Part -Time - Day	1
Part -Time - Evening	0

COB Experience Satisfaction:	<u>N</u>
Very Dissatisfied	1
Dissatisfied	0
Not Sure	1
Satisfied	3
Very Satisfied	2

Perception of Importance Diversity:	<u>N</u>
Extremely Important	4
Very Important	3
Important	0
Not Important	0

Below are comments made by students on the Senior Exit Survey. We use these assessment in a feedback loop to improve our outcomes, whether positive or negative:

Student Comments on How to Improve Course Learning

- Spend more time explaining advertising.
- Focus more on the topic and spend more time on it.
- I would like to see more marketing Internship.
- I would like to see more real life event classes.

Brief General Comments/Statements

- Everything is dated and it has somewhat of a depressing environment. The teachers are snobby (Bibb) and absentminded (Osuji) and somewhere excellent (Knox, Kpo). Transferring from Robert Morris to CSU is like transferring from Jetsons to Flintstones literally. I couldn't wait to graduate to start the next chapter in my life! Sia Nara!!!
- My exp. was remarkable one that I couldn't experience at any other university. From the advisors, staff, and my coaches as well as the students that helped with my growth. The marketing program is well put together and has few weaknesses regarding the learning process, assignments and overall coverage of material. Exams are not difficult and professors are reasonable.
- My experience has been wonderful in mist of the chaos with the school closing my teachers still been heavily involved, I love to see my professors that have passion for teaching and seeing their students excel, there has never been a dull moment and it has been a joy.

- My experience was good, the strengths at this school is that instructors care about students. The weaknesses are scheduling-many classes were not available through different times of the day which is very inconvenient.
- My experience was great. I am grateful to the COB and the marketing program for prepping me to do great things in my field.
- One of the weaknesses of CSU is there advising. I felt like I was in the dark with no plan as to what classes to take.

PART 3. APPENDIX: COB SENIOR EXIT SURVEY - MARKETING

Perceived Effectiveness of CSU General Education for Skill Development

Below, students rated their perceived effectiveness of CSU General Education courses in providing identified developmental skills using the scale below.:

- 0 = N/A
- 1 = In-Effective
- 2 = Moderately In-Effective
- 3 = Effective
- 4 = Moderately Effective
- 5 = Very Effective

GenEd Skills: Write with Clarity			Total
			Marketing
GenEd Skills: Write with Clarity 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective	0	Count	0
		% within COB Major	.0%
	2	Count	0
		% within COB Major	.0%
	3	Count	1
		% within COB Major	14.3%
	4	Count	4
		% within COB Major	57.1%
	5	Count	2
		% within COB Major	28.6%
Total		Count	7
		% within COB Major	100.0%

GenEd Skills: Think for Myself			Total	
			Marketing	
GenEd Skills: Think for Myself 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective	0	Count	0	
		% within COB Major	.0%	
	3	Count	0	
		% within COB Major	.0%	
	4	Count	1	
		% within COB Major	14.3%	
	5	Count	6	
		% within COB Major	85.7%	
	Total		Count	7
			% within COB Major	100.0%

GenEd Skills: Develop Solutions to Problems			Total
			Marketing
GenEd Skills: Develop Solutions to Problems 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective	0	Count	0
		% within COB Major	.0%
	3	Count	0
		% within COB Major	.0%
	4	Count	4
		% within COB Major	57.1%
5	Count	3	
	% within COB Major	42.9%	
Total		Count	7
		% within COB Major	100.0%

GenEd Skills: Develop Leadership Skills			Total
			Marketing
GenEd Skills: Develop Leadership Skills 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective	0	Count	0
		% within COB Major	.0%
	3	Count	1
		% within COB Major	14.3%
	4	Count	2
		% within COB Major	28.6%
5	Count	4	
	% within COB Major	57.1%	
Total		Count	7
		% within COB Major	100.0%

GenEd Skills: Use Mathematical Concepts			Total
			Marketing
GenEd Skills: Use Mathematical Concepts 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective	1	Count	0
		% within COB Major	.0%
	2	Count	0
		% within COB Major	.0%
	3	Count	2
		% within COB Major	28.6%
	4	Count	3
		% within COB Major	42.9%
	5	Count	2
		% within COB Major	28.6%
Total		Count	7
		% within COB Major	100.0%

GenEd Skills: Interpret Statistical Data			Total
			Marketing
GenEd Skills: Interpret Statistical Data 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective	0	Count	0
		% within COB Major	.0%
	2	Count	0
		% within COB Major	.0%
	3	Count	4
		% within COB Major	57.1%
	4	Count	3
		% within COB Major	42.9%
	5	Count	0
		% within COB Major	.0%
Total		Count	7
		% within COB Major	100.0%

GenEd: Skills: Perform Mathematical Calculations			Total	
			Marketing	
GenEd: Skills: Perform Mathematical Calculations 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective	0	Count	0	
		% within COB Major	.0%	
	3	Count	2	
		% within COB Major	28.6%	
	4	Count	3	
		% within COB Major	42.9%	
	5	Count	2	
		% within COB Major	28.6%	
	Total		Count	7
			% within COB Major	100.0%

GenEd Skills: Use Computers in Major			Total	
			Marketing	
GenEd Skills: Use Computers in Major 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective	1	Count	0	
		% within COB Major	.0%	
	2	Count	0	
		% within COB Major	.0%	
	3	Count	2	
		% within COB Major	28.6%	
	4	Count	2	
		% within COB Major	28.6%	
	5	Count	3	
		% within COB Major	42.9%	
	Total		Count	7
			% within COB Major	100.0%

GenEd Skills: Understand Human Behavior & Relationships			Total
			Marketing
GenEd Skills: Understand Human Behavior & Relationships 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	3	Count	1
		% within COB Major	14.3%
	4	Count	4
		% within COB Major	57.1%
	5	Count	2
		% within COB Major	28.6%
Total		Count	7
		% within COB Major	100.0%

GenEd Skills: Speak Persuasively and Confidently			Total
			Marketing
GenEd Skills: Speak Persuasively and Confidently 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective	0	Count	0
		% within COB Major	.0%
	2	Count	0
		% within COB Major	.0%
	3	Count	0
		% within COB Major	.0%
	4	Count	4
		% within COB Major	57.1%
	5	Count	3
		% within COB Major	42.9%
Total		Count	7
		% within COB Major	100.0%

GenEd Skills: Have Confidence in my Intellectual Abilities			Total	
			Marketing	
GenEd Skills: Have Confidence in my Intellectual Abilities 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective	2	Count	0	
		% within COB Major	.0%	
	3	Count	1	
		% within COB Major	14.3%	
	4	Count	0	
		% within COB Major	.0%	
	5	Count	6	
		% within COB Major	85.7%	
	Total		Count	7
			% within COB Major	100.0%

Overall Rating of CSU			Total	
			Marketing	
Overall Rating of CSU 0 = N/A 1 = In-Effective 2 = Moderately In-Effective 3 = Effective 4 = Moderately Effective 5 = Very Effective Instruction - Faculty	0	Count	0	
		% within COB Major	.0%	
	1	Count	1	
		% within COB Major	14.3%	
	2	Count	2	
		% within COB Major	28.6%	
	3	Count	3	
		% within COB Major	42.9%	
	4	Count	1	
		% within COB Major	14.3%	
	5	Count	0	
		% within COB Major	.0%	
	Total		Count	7
			% within COB Major	100.0%

Rating of CSU and COB Program Effectiveness - Sequentially

In the following tables, graduating Marketing majors compared program delivery effectiveness of CSU in general and/ with COB program specific effectiveness along the scales identified in each table.

- 0 = N/A
- 1 = Poor
- 2 = Fair
- 3 = Good
- 4 = Excellent

Overall Rating of COB			Total
			Marketing
Overall Rating of COB Instruction – Faculty 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	2
		% within COB Major	28.6%
	3	Count	5
		% within COB Major	71.4%
	4	Count	0
		% within COB Major	.0%
5	Count	0	
	% within COB Major	.0%	
Total		Count	7
		% within COB Major	100.0%

Accessibility of CSU Faculty			Total
			Marketing
Accessibility of CSU Faculty 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	5
		% within COB Major	71.4%
	3	Count	1
		% within COB Major	14.3%
	4	Count	1
		% within COB Major	14.3%
Total		Count	7
		% within COB Major	100.0%

Accessibility of COB Faculty			Total
			Marketing
Accessibility of COB faculty 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	1
		% within COB Major	14.3%
	1	Count	0
		% within COB Major	.0%
	2	Count	2
		% within COB Major	28.6%
	3	Count	1
		% within COB Major	14.3%
	4	Count	3
		% within COB Major	42.9%
Total		Count	7
		% within COB Major	100.0%

Individual Attention by CSU Faculty			Total
			Marketing
Individual Attention by CSU Faculty 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	1
		% within COB Major	14.3%
	2	Count	2
		% within COB Major	28.6%
	3	Count	3
		% within COB Major	42.9%
	4	Count	1
		% within COB Major	14.3%
Total		Count	7
		% within COB Major	100.0%

Individual Attention by COB Faculty			Total
			Marketing
Individual Attention by COB Faculty 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	2
		% within COB Major	28.6%
	1	Count	2
		% within COB Major	28.6%
	2	Count	0
		% within COB Major	.0%
	3	Count	3
		% within COB Major	42.9%
	4	Count	0
		% within COB Major	.0%
Total		Count	7
		% within COB Major	100.0%

CSU Academic Advising			Total
			Marketing
CSU Academic Advising 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	1
		% within COB Major	14.3%
	1	Count	1
		% within COB Major	14.3%
	2	Count	1
		% within COB Major	14.3%
	3	Count	4
		% within COB Major	57.1%
	4	Count	0
		% within COB Major	.0%
Total		Count	7
		% within COB Major	100.0%

CSU Academic Advising			Total
			Marketing
COB Academic Advising 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	1
		% within COB Major	14.3%
	1	Count	1
		% within COB Major	14.3%
	2	Count	3
		% within COB Major	42.9%
	3	Count	1
		% within COB Major	14.3%
	4	Count	1
		% within COB Major	14.3%
Total		Count	7
		% within COB Major	100.0%

CSU Availability of Needed Courses			Total	
			Marketing	
CSU Availability of Needed Courses 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	1	Count	1	
		% within COB Major	14.3%	
	2	Count	0	
		% within COB Major	.0%	
	3	Count	5	
		% within COB Major	71.4%	
	4	Count	1	
		% within COB Major	14.3%	
	Total		Count	7
			% within COB Major	100.0%

COB Availability of Needed Courses			Total
			Marketing
COB Availability of Needed Courses 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	2	Count	2
		% within COB Major	28.6%
	3	Count	4
		% within COB Major	57.1%
	4	Count	1
		% within COB Major	14.3%
Total		Count	7
		% within COB Major	100.0%

Adequacy of CSU Library Collection			Total
			Marketing
Adequacy of CSU Library Collection 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	1	Count	0
		% within COB Major	.0%
	2	Count	1
		% within COB Major	14.3%
	3	Count	5
		% within COB Major	71.4%
	4	Count	1
		% within COB Major	14.3%
Total		Count	7
		% within COB Major	100.0%

Adequacy of COB Library Collection			Total	
			Marketing	
Adequacy of COB Library Collection 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	0	
		% within COB Major	.0%	
	1	Count	0	
		% within COB Major	.0%	
	2	Count	4	
		% within COB Major	57.1%	
	3	Count	1	
		% within COB Major	14.3%	
	4	Count	2	
		% within COB Major	28.6%	
	Total		Count	7
			% within COB Major	100.0%

CSU Preparation For Employment			Total
			Marketing
CSU Preparation For Employment 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	4
		% within COB Major	57.1%
	3	Count	2
		% within COB Major	28.6%
	4	Count	1
		% within COB Major	14.3%
Total		Count	7
		% within COB Major	100.0%

COB Preparation For Employment			Total
			Marketing
COB Preparation For Employment 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	1
		% within COB Major	14.3%
	1	Count	1
		% within COB Major	14.3%
	2	Count	0
		% within COB Major	.0%
	3	Count	4
		% within COB Major	57.1%
	4	Count	1
		% within COB Major	14.3%
Total		Count	7
		% within COB Major	100.0%

CSU Preparation For Graduate School			Total
			Marketing
CSU Preparation For Graduate School 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	1
		% within COB Major	14.3%
	2	Count	0
		% within COB Major	.0%
	3	Count	5
		% within COB Major	71.4%
	4	Count	1
		% within COB Major	14.3%
Total		Count	7
		% within COB Major	100.0%

COB Preparation For Graduate School			Total
			Marketing
COB Preparation For Graduate School 0 = N/A 1 = Poor 2 = Fair 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	3
		% within COB Major	42.9%
	3	Count	3
		% within COB Major	42.9%
	4	Count	1
		% within COB Major	14.3%
Total		Count	7
		% within COB Major	100.0%

COB Faculty: Informal After Class Interactions			Total
			Marketing
COB Faculty: Informal After Class Interactions 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	0	Count	1
		% within COB Major	14.3%
	1	Count	1
		% within COB Major	14.3%
	2	Count	3
		% within COB Major	42.9%
	3	Count	1
		% within COB Major	14.3%
	4	Count	1
		% within COB Major	14.3%
Total		Count	7
		% within COB Major	100.0%

COB Faculty: Appointments for Office Visit			Total	
			Marketing	
COB Faculty: Appointments for Office Visit 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	1	Count	1	
		% within COB Major	14.3%	
	2	Count	4	
		% within COB Major	57.1%	
	3	Count	1	
		% within COB Major	14.3%	
	4	Count	1	
		% within COB Major	14.3%	
	Total		Count	7
			% within COB Major	100.0%

COB Faculty: Discussions of Class Projects			Total
			Marketing
COB Faculty: Discussions of Class Projects 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	1	Count	0
		% within COB Major	.0%
	2	Count	5
		% within COB Major	71.4%
	3	Count	2
		% within COB Major	28.6%
	4	Count	0
		% within COB Major	.0%
Total		Count	7
		% within COB Major	100.0%

COB Faculty: Discussions of Career Plans			Total
			Marketing
COB Faculty: Discussions of Career Plans 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	1	Count	0
		% within COB Major	.0%
	2	Count	4
		% within COB Major	57.1%
	3	Count	3
		% within COB Major	42.9%
	4	Count	0
		% within COB Major	.0%
Total		Count	7
		% within COB Major	100.0%

COB Faculty: Discussions of Personal Problems			Total
			Marketing
COB Faculty: Discussions of Personal Problems 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	0	Count	0
		% within COB Major	.0%
	1	Count	5
		% within COB Major	71.4%
	2	Count	1
		% within COB Major	14.3%
	3	Count	1
		% within COB Major	14.3%
	4	Count	0
		% within COB Major	.0%
Total		Count	7
		% within COB Major	100.0%

Student Engagement in Learning (Class and Assignments) in COB

In the following tables, students reported their personal involvement and engagement in their learning using the following rating scale:

- 0 = N/A
- 1 = Never
- 2 = Occasional
- 3 = Often
- 4 = Very Often

COB Faculty: Discussions of Personal Problems			Total
			Marketing
Student Involvement: Took Detailed Notes in Class 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	2	Count	0
		% within COB Major	.0%
	3	Count	5
		% within COB Major	71.4%
	4	Count	2
		% within COB Major	28.6%
	7	Count	0
		% within COB Major	.0%
Total		Count	7
		% within COB Major	100.0%

Student Involvement: Participated In Class Discussions			Total
			Marketing
Student Involvement: Participated In Class Discussions 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	2	Count	1
		% within COB Major	14.3%
	3	Count	2
		% within COB Major	28.6%
	4	Count	4
		% within COB Major	57.1%
	7	Count	0
		% within COB Major	.0%
Total		Count	7
		% within COB Major	100.0%

Student Involvement: Underlined major Points in Readings			Total
			Marketing
Student Involvement: Underlined major Points in Readings 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	2	Count	2
		% within COB Major	28.6%
	3	Count	3
		% within COB Major	42.9%
	4	Count	2
		% within COB Major	28.6%
	7	Count	0
		% within COB Major	.0%
Total		Count	7
		% within COB Major	100.0%

Student Involvement: See How Different Facts/Ideas Fit Together			Total
			Marketing
Student Involvement: See How Different Facts/Ideas Fit Together 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	2	Count	0
		% within COB Major	.0%
	3	Count	6
		% within COB Major	85.7%
	4	Count	1
		% within COB Major	14.3%
7	Count	0	
	% within COB Major	.0%	
Total		Count	7
		% within COB Major	100.0%

Student Involvement: Thought About Material's Practical Applications			Total
			Marketing
Student Involvement: Thought About Material's Practical Applications 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	1	Count	0
		% within COB Major	.0%
	2	Count	1
		% within COB Major	14.3%
	3	Count	5
		% within COB Major	71.4%
4	Count	1	
	% within COB Major	14.3%	
7	Count	0	
	% within COB Major	.0%	
Total		Count	7
		% within COB Major	100.0%

Student Involvement: Worked on Projects to Integrate ideas from different Sources			Total
			Marketing
Student Involvement: Worked on Projects to Integrate ideas from different Sources 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	2	Count	1
		% within COB Major	14.3%
	3	Count	5
		% within COB Major	71.4%
	4	Count	1
		% within COB Major	14.3%
7	Count	0	
	% within COB Major	.0%	
Total		Count	7
		% within COB Major	100.0%

Student Involvement: Summarized Major Points & Information from Readings			Total
			Marketing
Student Involvement: Summarized Major Points & Information from Readings 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	2	Count	2
		% within COB Major	28.6%
	3	Count	2
		% within COB Major	28.6%
	4	Count	3
		% within COB Major	42.9%
	7	Count	0
		% within COB Major	.0%
Total		Count	7
		% within COB Major	100.0%

Student Involvement: Tried to Explain Material to Other Students			Total
			Marketing
Student Involvement: Tried to Explain Material to Other Students 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	1
		% within COB Major	14.3%
	3	Count	2
		% within COB Major	28.6%
	4	Count	4
		% within COB Major	57.1%
Total		Count	7
		% within COB Major	100.0%

Student Clubs: Attended Student Clubs/Organization Meetings			Total
			Marketing
Student Involvement: Did Additional Readings on Class Topics 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	1	Count	0
		% within COB Major	.0%
	2	Count	3
		% within COB Major	42.9%
	3	Count	1
		% within COB Major	14.3%
	4	Count	3
		% within COB Major	42.9%
Total		Count	7
		% within COB Major	100.0%

Student Clubs and Organizations

Students responded to their civic and social engagement activities in student clubs and organizations using the following scale: 0 = N/A; 1 = Never; 2 = Occasional; 3 = Often; 4 = Very Often

Student Clubs: Met Advisor to Discuss Student Clubs/Organizations			Total
			Marketing
Student Clubs: Met Advisor to Discuss Student Clubs/Organizations 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	0	Count	0
		% within COB Major	.0%
	1	Count	3
		% within COB Major	42.9%
	2	Count	2
		% within COB Major	28.6%
	3	Count	1
		% within COB Major	14.3%
	4	Count	1
		% within COB Major	14.3%
Total		Count	7
		% within COB Major	100.0%

Student Clubs: Attended Student Clubs/Organization Meetings			Total
			Marketing
Student Clubs: Attended Student Clubs/Organization Meetings 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	0	Count	0
		% within COB Major	.0%
	1	Count	3
		% within COB Major	42.9%
	2	Count	2
		% within COB Major	28.6%
	3	Count	0
		% within COB Major	.0%
	4	Count	2
		% within COB Major	28.6%
Total		Count	7
		% within COB Major	100.0%

Student Clubs: Voted in a Student Election			Total
			Marketing
Student Clubs: Voted in a Student Election 0 = N/A 1 = Never 2 = Occasional 3 = Often 4 = Very Often	0	Count	0
		% within COB Major	.0%
	1	Count	4
		% within COB Major	57.1%
	2	Count	0
		% within COB Major	.0%
	3	Count	1
		% within COB Major	14.3%
	4	Count	2
		% within COB Major	28.6%
Total		Count	7
		% within COB Major	100.0%

COB Core Courses: Finance, Accounting, MIS, Management, & Marketing

All students, regardless of their academic major take core courses in Finance, Accounting, MIS, Management, and Marketing. The following are their responses to these core courses using the following scale:

- 0 = N/A
- 1 = Poor
- 2 = Adequate
- 3 = Good
- 4 = Excellent

Time Value of Money		Total	
			Marketing
COREFINTIME 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	2
		% within COB Major	33.3%
	3	Count	3
		% within COB Major	50.0%
	4	Count	1
		% within COB Major	16.7%
Total	Count	6	
	% within COB Major	100.0%	

Rates of Return & Risk		Total	
			Marketing
COREFINRATES 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	3
		% within COB Major	50.0%
	3	Count	3
		% within COB Major	50.0%
	4	Count	0
		% within COB Major	.0%
Total	Count	6	
	% within COB Major	100.0%	

Accounting Cycle			Total
			Marketing
COREACCCYCLES 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	1
		% within COB Major	16.7%
	2	Count	2
		% within COB Major	33.3%
	3	Count	1
		% within COB Major	16.7%
	4	Count	2
		% within COB Major	33.3%
Total		Count	6
		% within COB Major	100.0%

Financial Statements			Total
			Marketing
COREACCFINSTATEMENTS 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	2	Count	1
		% within COB Major	16.7%
	3	Count	5
		% within COB Major	83.3%
	4	Count	0
		% within COB Major	.0%
Total		Count	6
		% within COB Major	100.0%

Contract Law			Total	
			Marketing	
COREACCCONTRACTLAW 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0	
		% within COB Major	.0%	
	1	Count	1	
		% within COB Major	16.7%	
	2	Count	1	
		% within COB Major	16.7%	
	3	Count	3	
		% within COB Major	50.0%	
	4	Count	1	
		% within COB Major	16.7%	
	Total		Count	6
			% within COB Major	100.0%

Microsoft Office Applications			Total
			Marketing
COREMISMOFFICEAPPS 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	1
		% within COB Major	20.0%
	3	Count	1
		% within COB Major	20.0%
	4	Count	3
		% within COB Major	60.0%
Total		Count	5
		% within COB Major	100.0%

Total Quality Management			Total
			Marketing
COREMISTQM 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	2
		% within COB Major	40.0%
	3	Count	2
		% within COB Major	40.0%
	4	Count	1
		% within COB Major	20.0%
Total		Count	5
		% within COB Major	100.0%

Decision Models - Certainty			Total
			Marketing
COREMISMODELS1 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	1
		% within COB Major	20.0%
	2	Count	3
		% within COB Major	60.0%
	3	Count	0
		% within COB Major	.0%
	4	Count	1
		% within COB Major	20.0%
Total		Count	5
		% within COB Major	100.0%

Decision Models - Uncertainty			Total
			Marketing
COREMISMODELS2 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	3
		% within COB Major	60.0%
	3	Count	2
		% within COB Major	40.0%
	4	Count	0
		% within COB Major	.0%
Total		Count	5
		% within COB Major	100.0%

Decision Models - Business			Total
			Marketing
COREMISMODELS12 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	4
		% within COB Major	80.0%
	3	Count	1
		% within COB Major	20.0%
	4	Count	0
		% within COB Major	.0%
Total		Count	5
		% within COB Major	100.0%

Probability Distributions			Total
			Marketing
COREMISPROBABILITY 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	1	Count	0
		% within COB Major	.0%
	2	Count	3
		% within COB Major	60.0%
	3	Count	2
		% within COB Major	40.0%
	4	Count	0
		% within COB Major	.0%
Total		Count	5
		% within COB Major	100.0%

Hypothesis Testing			Total
			Marketing
COREMISHYPOTHESIS 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	2	Count	2
		% within COB Major	40.0%
	3	Count	1
		% within COB Major	20.0%
	4	Count	2
		% within COB Major	40.0%
Total		Count	5
		% within COB Major	100.0%

Managerial Skills			Total	
			Marketing	
COREMGMTSKILLS 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	0	
		% within COB Major	.0%	
	3	Count	4	
		% within COB Major	66.7%	
	4	Count	2	
		% within COB Major	33.3%	
	Total		Count	6
			% within COB Major	100.0%

Leadership Styles			Total	
			Marketing	
COREMGMTLEADERSHIP 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	0	
		% within COB Major	.0%	
	3	Count	2	
		% within COB Major	33.3%	
	4	Count	4	
		% within COB Major	66.7%	
	Total		Count	6
			% within COB Major	100.0%

Organizational Behavior			Total	
			Marketing	
COREMGMTOB 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	3	
		% within COB Major	50.0%	
	4	Count	3	
		% within COB Major	50.0%	
	Total		Count	6
			% within COB Major	100.0%

Presentations			Total
			Marketing
COREMGMPRESENTATIONS 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	5
		% within COB Major	83.3%
	4	Count	1
		% within COB Major	16.7%
Total		Count	6
		% within COB Major	100.0%

Human Relations			Total
			Marketing
COREMGMTHUMANRELATIONS 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	1
		% within COB Major	16.7%
	3	Count	4
		% within COB Major	66.7%
	4	Count	1
		% within COB Major	16.7%
Total		Count	6
		% within COB Major	100.0%

Management			Total
			Marketing
COREMGMTMGMT 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	1
		% within COB Major	16.7%
	3	Count	4
		% within COB Major	66.7%
	4	Count	1
		% within COB Major	16.7%
Total		Count	6
		% within COB Major	100.0%

International & Domestic Business			Total
			Marketing
COREMGMTCONTRASTS 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	0
		% within COB Major	.0%
	3	Count	4
		% within COB Major	66.7%
	4	Count	2
		% within COB Major	33.3%
Total		Count	6
		% within COB Major	100.0%

Trade Deficits			Total
			Marketing
COREMGMTTRADEDEFICITS 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	2
		% within COB Major	33.3%
	3	Count	4
		% within COB Major	66.7%
	4	Count	0
		% within COB Major	.0%
Total		Count	6
		% within COB Major	100.0%

Personality Processes			Total
			Marketing
COREMGMTPERSONALITY 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	1	Count	0
		% within COB Major	.0%
	2	Count	0
		% within COB Major	.0%
	3	Count	5
		% within COB Major	83.3%
	4	Count	1
		% within COB Major	16.7%
Total		Count	6
		% within COB Major	100.0%

Marketing Vocabulary			Total
			Marketing
COREMKTGVOCABULARY 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	2	Count	0
		% within COB Major	.0%
	3	Count	3
		% within COB Major	50.0%
	4	Count	3
		% within COB Major	50.0%
Total		Count	6
		% within COB Major	100.0%

Developing Marketing Plan			Total
			Marketing
COREMKTGPLAN 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	2	Count	0
		% within COB Major	.0%
	3	Count	4
		% within COB Major	57.1%
	4	Count	3
		% within COB Major	42.9%
Total		Count	7
		% within COB Major	100.0%

Developing Media Plan			Total
			Marketing
COREMKTGMEDIAPLAN 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	0	Count	0
		% within COB Major	.0%
	2	Count	0
		% within COB Major	.0%
	3	Count	4
		% within COB Major	57.1%
	4	Count	3
		% within COB Major	42.9%
Total		Count	7
		% within COB Major	100.0%

Understanding, Knowledge, or Proficiency of Concepts, Principles and Topics

In the following tables, students focus exclusively on Marketing program course learning outcomes using the following rating scale:

- 0 = N/A
- 1 = Poor
- 2 = Adequate
- 3 = Good
- 4 = Excellent

Basic Business Principles & Concepts		COB Major	Total
		Marketing	
MKTG1 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	2
		% within COB Major	33.3%
	4	Count	4
		% within COB Major	66.7%
Total		Count	6
		% within COB Major	100.0%

Marketing Concepts		COB Major	Total
		Marketing	
MKTG1a 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	5
		% within COB Major	71.4%
	4	Count	2
		% within COB Major	28.6%
Total		Count	7
		% within COB Major	100.0%

Advertising Principles		COB Major	Total
		Marketing	
MKTG1b 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	1
		% within COB Major	14.3%
	3	Count	4
		% within COB Major	57.1%
	4	Count	2
		% within COB Major	28.6%
Total		Count	7
		% within COB Major	100.0%

Consumer Behavior			COB Major	Total
			Marketing	
MKTG1c 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	3	3
		% within COB Major	42.9%	42.9%
	4	Count	4	4
		% within COB Major	57.1%	57.1%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

Channels of Distribution			COB Major	Total
			Marketing	
MKTG1d 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	1	1
		% within COB Major	14.3%	14.3%
	3	Count	4	4
		% within COB Major	57.1%	57.1%
	4	Count	2	2
		% within COB Major	28.6%	28.6%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

Sales Process			COB Major	Total
			Marketing	
MKTG1e 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	1	1
		% within COB Major	14.3%	14.3%
	3	Count	4	4
		% within COB Major	57.1%	57.1%
	4	Count	2	2
		% within COB Major	28.6%	28.6%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

Promotion			COB Major	Total
			Marketing	
MKTG1f 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	4	4
		% within COB Major	57.1%	57.1%
	4	Count	3	3
		% within COB Major	42.9%	42.9%
Total		Count	7	7
		% within COB	100.0%	100.0%

		Major			
Marketing Segmentation			COB Major	Total	
			Marketing		
MKTG1g 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	3	3	
		% within COB Major	42.9%	42.9%	
	4	Count	4	4	
		% within COB Major	57.1%	57.1%	
Total		Count	7	7	
		% within COB Major	100.0%	100.0%	

Analyze Numerical Data			COB Major	Total	
			Marketing		
MKTG2 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	7	7	
		% within COB Major	100.0%	100.0%	
Total		Count	7	7	
		% within COB Major	100.0%	100.0%	

Marketing Trends			COB Major	Total	
			Marketing		
MKTG3 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	4	4	
		% within COB Major	57.1%	57.1%	
	4	Count	3	3	
		% within COB Major	42.9%	42.9%	
Total		Count	7	7	
		% within COB Major	100.0%	100.0%	

Business Activities			COB Major	Total	
			Marketing		
MKTG4 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	5	5	
		% within COB Major	83.3%	83.3%	
	4	Count	1	1	
		% within COB Major	16.7%	16.7%	
Total		Count	6	6	
		% within COB Major	100.0%	100.0%	

Legal Environment			COB Major	Total
			Marketing	
MKTG5a 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	5	5
		% within COB Major	71.4%	71.4%
	4	Count	2	2
		% within COB Major	28.6%	28.6%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

Political Environment			COB Major	Total
			Marketing	
MKTG5b 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	1	1
		% within COB Major	14.3%	14.3%
	3	Count	4	4
		% within COB Major	57.1%	57.1%
	4	Count	2	2
		% within COB Major	28.6%	28.6%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

Social Environment			COB Major	Total
			Marketing	
MKTG5c 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	3	3
		% within COB Major	42.9%	42.9%
	4	Count	4	4
		% within COB Major	57.1%	57.1%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

Cultural Environment			COB Major	Total
			Marketing	
MKTG5d 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	3	3
		% within COB Major	42.9%	42.9%
	4	Count	4	4
		% within COB Major	57.1%	57.1%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

Economic Environment			COB Major	Total
			Marketing	
MKTG5e 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	6	6
		% within COB Major	85.7%	85.7%
	4	Count	1	1
		% within COB Major	14.3%	14.3%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

International Environment			COB Major	Total
			Marketing	
MKTG5f 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	1	1
		% within COB Major	14.3%	14.3%
	3	Count	5	5
		% within COB Major	71.4%	71.4%
	4	Count	1	1
		% within COB Major	14.3%	14.3%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

Problems in Unfamiliar Settings			COB Major	Total
			Marketing	
MKTG6 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	1	1
		% within COB Major	14.3%	14.3%
	3	Count	6	6
		% within COB Major	85.7%	85.7%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

Solving Non-Routine Problems			COB Major	Total
			Marketing	
MKTG7 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	2	Count	2	2
		% within COB Major	28.6%	28.6%
	3	Count	4	4
		% within COB Major	57.1%	57.1%
	4	Count	1	1
		% within COB Major	14.3%	14.3%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

Business Ethics			COB Major	Total
			Marketing	
MKTG8 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	3	3
		% within COB Major	42.9%	42.9%
	4	Count	4	4
		% within COB Major	57.1%	57.1%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

MKTG9 * COB Major Cross tabulation				
Personality Processes			COB Major	Total
			Marketing	
MKTG9 0 = N/A 1 = Poor 2 = Adequate 3 = Good 4 = Excellent	3	Count	6	6
		% within COB Major	85.7%	85.7%
	4	Count	1	1
		% within COB Major	14.3%	14.3%
Total		Count	7	7
		% within COB Major	100.0%	100.0%

2. MFT CAPSTONE EXAM

MFT Capstone Exam: An external direct standardized examination by Educational Testing Service (ETS), MFT Business, is administered consecutively each semester for the past three years. Developed and provided on-line by ETS, the Major Field Test (MFT) provides yet the most independent and unbiased assessment of what marketing and business students should know upon graduation. Minimum competency is determined by students scoring at or above 50th percentile of national comparison institutions.

Developed and provided on-line by ETS, the Major Field Test (MFT) provides yet the most independent and unbiased assessment of what marketing and business students should know upon graduation. MFT is a computerized two-hour external examination administered by Educational Testing Service (ETS) to measure students' mastery of their chosen field of study. We have used it in the COB administered consecutively each semester for the past three years to assess the effectiveness of major programs of study and improve curricula and student learning outcomes. The ETS Major Field Test in Business is a comprehensive undergraduate outcomes assessments designed to measure the critical knowledge and understanding obtained by students in Business. The test goes beyond the measurement of factual knowledge by helping COB evaluate students' ability to analyze and solve problems, understand relationships and interpret material from their major field of study.

ETS offers comprehensive national comparative data for the Major Field Tests, enabling COB to evaluate its students' performance and compare our program's effectiveness to programs at similar institutions locally and nationwide. Data from this capstone course assessment is disseminated to the Dean and faculty to inform our curriculum alignment and improvement efforts in the Department and College of Business curriculum. In the COB, the Major Field Test assists us in pursuing the following goals:

- preparing students to succeed by using test results to improve curricula
- demonstrating the strengths of our program to prospective students and faculty
- helping ensure our students have mastered their field of study
- using our time to focus on other aspects of accreditation

Outcomes: Marketing student performance in the capstone course is captured in the three tables below - marketing content area; mean component area scores; specific item analysis. Results allow our students can thus be compared within group (to themselves), and also to a national cohort. On majority of items, our students performed far below national norms collectively, and severally on most items over the past four years 2012-16. It is noteworthy, however, that a number of students distinguished themselves and scored at or above the 50th percentile ranking. Assessment indicators presented in the subsequent table shows an average of 30-46% correct in most areas.

Major Field Test - Business (4JMF): Item Information Report
Administration Date Range: April 2016 - April 2016. Chicago State University. Number of Test Takers = 32

Section	Item Number ^(a)	Percent Correct Institution	Percent Correct National ^(b)	Percent Omit	Percent Not Reached	Domain	Content Area	Sub Content Area	Item Mapping
1	3	68.8	69.6	0	0	Marketing	Identifying attractive markets	Scanning the marketing environment	A6 --
1	15	56.2	58.5	0	0	Marketing	Serving Selected Markets	Marketing mix	A6 --
1	21	37.5	52.1	0	0	Marketing	Identifying attractive markets	Consumer and organizational buyer behavior	A6 --
1	25	34.4	44.8	0	0	Marketing	Serving Selected Markets	Marketing services	A6 --
1	33	28.1	51.2	0	0	Marketing	Identifying attractive markets	Marketing research and information technology tools	A6 --
1	38	37.5	43.7	0	0	Marketing	Serving Selected Markets	Marketing services	A6 --
1	45	37.5	54.2	0	0	Marketing	Serving Selected Markets	Marketing mix	A6 --
1	55	19.4	33.6	0	3.1	Marketing	International Marketing	--	A6 A9 --
2	3	78.1	78.9	0	0	Marketing	Identifying attractive markets	Marketing research and information technology tools	A6 --
2	13	65.6	76.8	0	0	Marketing	Identifying attractive markets	Strategic marketing planning	A6 --
2	23	43.8	50.0	0	0	Marketing	Serving Selected Markets	Marketing mix	A6 --
2	24	46.9	67.6	0	0	Marketing	Serving Selected Markets	Marketing of social causes	A6 A9 --
2	25	53.1	78.6	0	0	Marketing	Identifying attractive markets	--	A6 --
2	32	31.2	51.7	0	0	Marketing	International Marketing	--	A6 A9 --
2	56	37.5	40.5	0	0	Marketing	Serving Selected Markets	Marketing mix	A6 --

DEPARTMENTAL SUMMARY OF TOTAL TEST AND SUBSCORES

Test: Business. Form Code: 4JMF. Institution: Chicago State University. Cohort: KPO -
MGMT4890 SPRING 2016. Closed on: April 11, 2016

TOTAL TEST		
Scaled Score Range	Number in Range	Percent Below
200	0	100
195-199	0	100
190-194	0	100
185-189	0	100
180-184	0	100
175-179	0	100
170-174	0	100
165-169	1	97
160-164	0	97
155-159	1	94
150-154	6	75
145-149	6	56
140-144	3	47
135-139	4	34
130-134	7	13
125-129	3	3
120-124	1	0

	Mean	Standard Deviation
Total Test Scaled Score	141	11

Students responding to less than 50% of the questions: **0** Students in frequency distribution: **32**
Students tested: **32**

DEPARTMENTAL SUMMARY OF ASSESSMENT INDICATORS

Test: Business. Form Code: 4JMF. Institution: Chicago State University. Cohort: KPO - MGMT4890
SPRING 2016
Closed on: April 11, 2016

Assessment Indicator Number	Assessment Indicator Title	Mean Percent Correct
1	Accounting	31
2	Economics	33
3	Management	46
4	Quantitative Business Analysis	31
5	Finance	38
6	Marketing	45
7	Legal and Social Environment	53
8	Information Systems	46
9	International Issues	32

Students responding to less than 50% of the questions: **0**. Students in frequency distribution: **32**. Students tested: **32**

Major Field Test - Business (4JMF)
Item Information Report

Administration Date Range: April 2016 - April 2016. Chicago State University.
Number of Test Takers = 32

Section	Item Number ^(a)	Percent Correct Institution	Percent Correct National ^(b)	Percent Omit	Percent Not Reached	Domain	Content Area	Sub Content Area	Item Mapping	
1	1	71.9	83.1	0	0	Management	Strategy and Policy	Strategic analysis	A3	--
1	2	40.6	44.8	0	0	Finance	Investments	Financial markets and environment	A5	--
1	3	68.8	69.6	0	0	Marketing	Identifying attractive markets	Scanning the marketing environment	A6	--
1	4	68.8	60.9	0	0	Legal and Social Environment	Legal Environment	Administrative law	A7	--
1	5	37.5	57.7	0	0	Information Systems	Information Technology Concepts	Software Technology	A8	--
1	6	46.9	61.9	0	0	Accounting	Financial Accounting	Income Statement and Statement of Retained Earnings	A1	--
1	8	21.9	39.0	3.1	0	Quantitative Business Analysis	Quantitative Operations and Management Techniques	Linear programming	A4	--
1	9	34.4	48.7	3.1	0	Management	Management Principles	Functions	A3	--
1	10	15.6	20.0	0	0	Economics	Microeconomics	Market failure	A2	--
1	11	25.0	32.8	3.1	0	Information Systems	Information Technology Concepts	Network and internet technology	A8	--
1	12	28.1	29.6	0	0	Accounting	Financial Accounting	Conceptual foundations	A1	--
1	13	0	18.2	0	0	Management	Operations Management	Total quality management	A3	--
1	14	71.9	77.8	0	0	Management	Strategy and Policy	Policy determination	A3	--
1	15	56.2	58.5	0	0	Marketing	Serving Selected Markets	Marketing mix	A6	--
1	16	71.9	78.3	0	0	Legal and Social Environment	Regulatory Environment	Labor law	A7	--
1	17	31.2	35.5	0	0	Finance	Corporate Finance	Financial statement analysis	A5	--
1	18	9.4	19.6	0	0	Accounting	International Accounting	--	A1, A9	--
1	19	68.8	82.0	0	0	Finance	Investments	Risk and return	A5	--
1	20	46.9	67.1	0	0	Management	Entrepreneurship	--	A3	--
1	21	37.5	52.1	0	0	Marketing	Identifying attractive markets	Consumer and organizational buyer behavior	A6	--
1	22	50.0	56.1	0	0	Economics	International Economics	International trade & policy	A2, A9	--
1	23	59.4	57.7	0	0	Legal and Social Environment	Legal Environment	Constitution and business	A7	--
1	24	12.5	33.2	0	0	Economics	Macroeconomics	Monetary/fiscal policy	A2	--
1	25	34.4	44.8	0	0	Marketing	Serving Selected	Marketing	A6	--

							Markets	services		
1	26	31.2	19.5	0	0	Quantitative Business Analysis	Probability and Statistics	Counting rules	A4	--
1	27	25.0	53.5	0	0	Management	Management Principles	Group/team dynamics	A3	--
1	28	37.5	34.3	0	0	Finance	Corporate Finance	Capital budgeting	A5	--
1	29	31.2	35.6	0	0	Accounting	Financial Accounting	Statement of Cash Flows	A1	--
1	30	37.5	51.7	0	0	Information Systems	Information Technology Concepts	Database management systems	A8	--
1	31	9.4	22.9	0	0	Accounting	Managerial Accounting	Cost/volume/profit analysis	A1	--
1	32	90.6	89.0	0	0	Legal and Social Environment	Legal Environment	Crimes	A7	--
1	33	28.1	51.2	0	0	Marketing	Identifying attractive markets	Marketing research and information technology tools	A6	--
1	34	15.6	26.0	0	0	Economics	Basic Economic Concepts	Production possibilities frontier	A2	--
1	35	46.9	44.3	0	0	Finance	Corporate Finance	Time value of money	A5	--
1	36	56.2	80.6	0	0	Management	Strategy and Policy	Policy determination	A3	--
1	37	28.1	29.0	0	0	Finance	International Finance	--	A5, A9	--
1	38	37.5	43.7	0	0	Marketing	Serving Selected Markets	Marketing services	A6	--
1	39	31.2	33.1	3.1	0	Quantitative Business Analysis	Probability and Statistics	Sampling and estimation	A4	--
1	40	37.5	27.7	0	0	Economics	Basic Economic Concepts	Comparative advantage and specialization	A2, A9	--
1	41	25.0	52.3	0	0	Accounting	Financial Accounting	Balance Sheet	A1	--
1	42	37.5	49.3	0	0	Economics	Microeconomics	Supply and demand	A2	--
1	43	34.4	48.8	0	0	Information Systems	Business Information Systems	Management information systems	A8	--
1	44	71.9	78.1	0	0	Information Systems	Information Systems in Business and Society	Security/ privacy/ and ethical issues	A8	--
1	45	37.5	54.2	0	0	Marketing	Serving Selected Markets	Marketing mix	A6	--
1	46	15.6	34.6	0	0	Quantitative Business Analysis	Quantitative Operations and Management Techniques	Statistical process control	A4	--
1	47	34.4	46.6	0	0	Management	Organizational Behavior	Human resource management	A3	--
1	49	40.6	62.3	0	0	Economics	Microeconomics	Product market structures	A2	--
1	50	59.4	69.2	0	0	Management	International and Cross Cultural Management	--	A3, A9	--
1	51	12.5	17.4	0	0	Quantitative Business Analysis	Probability and Statistics	Hypothesis testing	A4	--
1	52	18.8	15.1	0	0	Accounting	Managerial Accounting	Product costing systems	A1	--

1	53	31.2	30.1	0	0	Information Systems	Business Information Systems	Decision support & expert systems	A8	--
1	54	59.4	70.6	0	0	Accounting	Managerial Accounting	Non-routine decision making	A1	--
1	55	19.4	33.6	0	3.1	Marketing	International Marketing	--	A6, A9	--
1	56	32.3	50.7	0	3.1	Quantitative Business Analysis	Quantitative Operations and Management Techniques	Inventory modeling	A4	--
1	57	38.7	45.5	0	3.1	Finance	Investments	Risk and return	A5	--
1	58	29.0	36.3	0	3.1	Accounting	Managerial Accounting	Product costing systems	A1	--
1	59	51.6	67.8	0	3.1	Legal and Social Environment	Business Relationships	Business Organizations	A7	--
1	60	19.4	34.4	0	3.1	Finance	Investments	Valuation of securities	A5	--
2	1	50.0	67.5	0	0	Finance	Investments	Financial markets and environment	A5	--
2	2	21.9	16.5	0	0	Management	Management Principles	History and theory	A3	--
2	3	78.1	78.9	0	0	Marketing	Identifying attractive markets	Marketing research and information technology tools	A6	--
2	4	84.4	90.7	0	0	Accounting	Managerial Accounting	Cost concepts	A1	--
2	5	68.8	81.5	0	0	Economics	Microeconomics	Production & costs	A2	--
2	6	84.4	79.2	0	0	Legal and Social Environment	Legal Environment	Courts and legal systems	A7	--
2	7	28.1	59.0	0	0	Quantitative Business Analysis	Probability and Statistics	Time series forecasting	A4	--
2	8	12.5	34.9	0	0	Accounting	Financial Accounting	Income Statement and Statement of Retained Earnings	A1	--
2	9	81.2	80.0	0	0	Management	Management Principles	Functions	A3	--
2	10	56.2	61.8	0	0	Information Systems	Business Information Systems	Transaction processing Systems	A8	--
2	11	62.5	72.9	0	0	Economics	Microeconomics	Models of consumer choice	A2	--
2	12	40.6	41.6	0	0	Finance	Corporate Finance	Financial statement analysis	A5	--
2	13	65.6	76.8	0	0	Marketing	Identifying attractive markets	Strategic marketing planning	A6	--
2	14	25.0	58.5	0	0	Accounting	Managerial Accounting	Cost/volume/profit analysis	A1	--
2	15	25.0	46.2	0	0	Legal and Social Environment	Ethical/Social Environment	Social responsibility	A7	--
2	16	62.5	79.0	0	0	Information Systems	Systems Development	Systems planning development	A8	--
2	18	56.2	75.2	0	0	Management	Operations Management	Operations execution	A3	--
2	19	37.5	43.1	0	0	Quantitative Business Analysis	Probability and Statistics	Correlation and regression	A4	--
2	20	37.5	29.2	0	0	Accounting	Financial	Conceptual	A1	--

							Accounting	foundations		
2	21	15.6	32.3	0	0	Legal & Social Environment	Business Relationships	Business Organizations	A7, A9	--
2	22	31.2	30.8	0	0	Management	International and Cross Cultural Management	--	A3, A9	--
2	23	43.8	50.0	0	0	Marketing	Serving Selected Markets	Marketing mix	A6	--
2	24	46.9	67.6	0	0	Marketing	Serving Selected Markets	Marketing of social causes	A6, A9	--
2	25	53.1	78.6	0	0	Marketing	Identifying attractive markets	--	A6	--
2	26	40.6	57.2	0	0	Finance	Investments	Risk and return	A5	--
2	27	40.6	42.3	0	0	Information Systems	Business Information Systems	Decision support & expert systems	A8	--
2	28	15.6	25.5	0	0	Legal & Social Environment	Business Relationships	Law of agency	A7	--
2	29	25.0	34.4	0	0	Quantitative Business Analysis	Probability and Statistics	Conditional/joint probabilities	A4	--
2	30	34.4	44.8	0	0	Accounting	Managerial Accounting	Budgeting	A1	--
2	31	53.1	32.8	0	0	Management	Strategy and Policy	Strategic analysis	A3	--
2	32	31.2	51.7	0	0	Marketing	International Marketing	--	A6, A9	--
2	33	15.6	26.2	0	0	Finance	Corporate Finance	Time value of money	A5	--
2	34	53.1	65.7	0	0	Management	Organizational Behavior	Leadership and motivation	A3	--
2	35	31.2	50.6	0	0	Quantitative Business Analysis	Quantitative Operations and Management Techniques	Project scheduling	A4	--
2	36	46.9	64.0	0	0	Economics	Microeconomics	Models of consumer choice	A2	--
2	37	59.4	47.1	0	0	Information Systems	Information Technology Concepts	Software Technology	A8	--
2	38	12.5	16.5	0	0	Finance	Corporate Finance	Capital budgeting	A5	--
2	39	71.9	78.6	0	0	Information Systems	Information Systems in Business and Society	--	A8	--
2	40	25.0	23.0	0	0	Economics	Macroeconomics	Measurement of economic performance	A2	--
2	41	40.6	63.3	0	0	Accounting	Financial Accounting	Income Statement and Statement of Retained Earnings	A1	--
2	43	3.1	34.0	0	0	Management	International and Cross Cultural Management	--	A3, A9	--
2	44	28.1	26.7	0	0	Economics	International Economics	Exchange rates	A2, A9	--
2	46	9.4	15.6	0	0	Accounting	Financial Accounting	Balance Sheet	A1	--
2	47	37.5	17.0	0	0	Quantitative Business Analysis	Probability and Statistics	Distributions	A4	--
2	48	53.1	69.1	0	0	Legal and	Regulatory	Antitrust law	A7	--

						Social Environment	Environment			
2	49	46.9	62.4	0	0	Accounting	Managerial Accounting	Budgeting	A1	--
2	50	50.0	64.0	0	0	Management	Strategy and Policy	Strategic analysis	A3	--
2	51	59.4	50.0	0	0	Quantitative Business Analysis	Quantitative Operations and Management Techniques	Linear programming	A4	--
2	52	75.0	64.2	0	0	Management	Operations Management	Total quality management	A3	--
2	53	59.4	64.8	0	0	Finance	International Finance	--	A5, A9	--
2	54	46.9	60.0	0	0	Legal and Social Environment	Legal Environment	Tort Law	A7	--
2	55	9.4	14.9	0	0	Economics	Macroeconomics	Monetary/fiscal policy	A2	--
2	56	37.5	40.5	0	0	Marketing	Serving Selected Markets	Marketing mix	A6	--
2	57	15.6	30.2	0	0	Accounting	Managerial Accounting	Standard costing	A1	--
2	58	21.9	17.7	0	0	Information Systems	Information Technology Concepts	Hardware Technology	A8	--
2	59	12.5	19.8	0	0	Economics	Basic Economic Concepts	Scarcity and opportunity cost	A2	--
2	60	37.5	48.9	0	0	Quantitative Business Analysis	Probability and Statistics	Measures of central tendency and dispersion	A4	--

(a) The total Business test consists of 120 items. Items not scored are denoted by a double asterisk "**".

(b) Based on Comparative Data population. Data ranges in date from September 2013 thru June 2015.

There are 9 Assessment Indicators (A)

A1 - Accounting	
A2 - Economics	
A3 - Management	
A4 - Quantitative Business Analysis	
A5 - Finance	
A6 - Marketing	
A7 - Legal and Social Environment	
A8 - Information Systems	
A9 - International Issues	

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Summary Evidence of Achievement Improvements

Instruments (Specify names)	2015/16 Results	Improvements	2016/17 Results
Spring 2016: ETS Capstone Exam (MFT-Business) N=32	14 students scored above 50 th percentile	2 students scored above 50 th percentile over previous semester	N/A
Fall 2015: ETS Capstone Exam (MFT-Business) N=28	12 students scored above 50 th percentile	7 students scored above 50 th percentile over previous semester	N/A
Spring 2015: ETS Capstone Exam (MFT-Business) N=47	5 students scored above 50 th percentile	Baseline data	N/A

3. OTHER STUDENT LEARNING INDICATORS

MKTG Courses: Student learning outcomes (SLOs) are directly measured at multiple points within each course offering, using multiple criteria including quizzes, tests, examinations, oral and written reports, teacher and peer evaluations, a multi-criteria, multi-method approach. Thus progressively, our students move from the general knowledge base, framework, foundations, and overviews to more comprehensive synthesis and applications in higher level courses and reflected in course grades.

BLP 3207: In BLP 3207 students demonstrate the following competences in a “hands-on” course in which students apply their knowledge, skills, and abilities in marketing directly, with a minimum of C grade:

- Plan and implement a complex project within a finite time period.
- Apply marketing theory to organizational cultural environments.
- Coordinate financial resources, materials, and machines to solve marketing problems.
- Employ people skills to solve marketing problems.
- Develop benchmarks to measure progress against project activities.

MGMT 4890: In MGMT 4890 which is the capstone course, students synthesize and apply all the knowledge, skills and abilities they have acquired throughout their college career in business. Learning outcomes are directly assessed through weekly group student presentations (oral and written); performing case analyses of real organizations; and final report developing a strategic plan for CSU to address recruitment, retention, graduation, graduate school enrollment and job placement. Minimum competency is demonstrated in an overall grade of a C or better in the course.

Analysis and Program Change

Strengths: Real world experience is brought into the class room through interaction between corporate executives, business owners, faculty, staff, and students. Over the past two years the COB has engaged in International Internships in Ghana in both local and international organizations in that country, in addition to national/local internships. Students have performed exceptionally well in these placements with employers clamoring for more interns each year from CSU. This confidence and assurance impacts demagoguery and class room delivery of instructional materials as we continue to enrich student learning and experience.

Weaknesses: Although both student exit reports and COB internal course direct assessment standards point to achievement successes in student outcomes, the independent external ETS-MFT Business assessment suggests differently – our overall student achievement outcomes are consistently below national comparison norms in the years under consideration, 2012-2016. Both total curriculum changes and specific curricular content and sub-content area emphasis in identified deficient areas in first table will improve performance in the new program year. Financial constraints have prevented the hiring of qualified FT faculty to teach, mentor and be invested in teaching. Currently, the COB depends disproportionately on PT faculty which ultimately affects student outcomes.

Recommendations from college discussions include:

1. FT faculty recruitment
2. Proposal for MBA degree program to IBHE
3. More Peer tutoring in the college
4. Improved course scheduling to ensure students take courses in recommended sequence.
5. Enforcement of student internships for first time freshmen cohorts.

Improvements: Curriculum changes aligning the Marketing Program with the new entrepreneurship emphasis of the College of Business include the introduction of new courses such as Social Entrepreneurship (MGMT 3755), and Introduction to Quantitative Business Analysis (QBA1500), Business Plan Development (MGMT 4505) and Career Fluency. The Career Fluency Experiential Learning program emphasizes soft-skills that cut across various programs and require active participation of students, faculty and staff.

Assessment as a Departmental Priority

Assessment outcomes are shared information and responsibility of all employees in the department and college. In particular, the ETS-MFT Business and exit survey results are shared in Departmental and College meetings as special presentations with discussions and scheduled follow-ups. Assessment is usually on at least one faculty and staff COB meeting agenda each semester. Faculty discuss and are challenged to form committees to address noted deficiencies in subject area performance. Each semester the results are revisited and compared to previous outcomes for continuous improvement. Hence the Marketing Program takes the assessment process seriously. Faculty and staff members of the college attend university and college wide workshops conducted at the beginning of each semester to address some academic issues that include student learning, study, professional dress codes, and the need for timely registration and graduation processes. At the curricular and advisory committee meetings, both faculty and staff share their views about student advising, student learning including ways to help students improve their learning, providing mentorship and internship programs. Each year faculty and staff members and administrators attend meetings and workshops conducted by experts and consultants on assessment, and student learning outcomes. Specifically, the College of Business Assessment Coordinators Workshop with Chicago State University (2012). Such workshops are helpful in understanding our process as well as the construction of syllabi and assessment tools. Scheduled workshops also address the specific accreditation requirements for specific colleges (for College of Business, Association of Collegiate Business Schools and Programs, ACBSP). Faculty and staff members also share their experience and observations about student learning and study habit and how their skills could improve through team work, timely submission of assignments, and prompt attendance of classes. Staff advisors make sure that course sequence is followed as much as practicable to minimize frustration and lack of attendance that result from taking courses out of sequence (for example, not grasping the content a particular course due to lack of a foundation course). When a student misses a class for some time, the academic advisor contacts the student to have a handle on the problem, whether personal or academic. Thus, members of the Marketing Program and the department of MMIS are actively engaged in the assessment process.

Publicizing Student Learning

Information about student learning and achievement is made public through various media that include the CSU Website, college electronic board mounted on the ground floor as well as the fourth and fifth floors, website and bill boards. A COB newsletter which has been proposed for 2017 is yet to be started. Other avenues used include during college meetings, town hall meetings, COB advisory board meetings, and alumni meetings. In those occasions, the dean of the college would take some time to gladly talk about student achievements and accomplishments including performance of college based student organizations in out of state and national competitions. The college also utilizes the university wide electronic medium "Up to the Minute" and the radio network to highlight, showcase, and disseminate information not only about student learning but also about performance of student organizations such as ENACTUS, National Association of Black Accountants (NABA), Investment Club, 3Cs, all based in the college of business. The performance of students in these organizations is a direct reflection or result of what they have learned in the classroom.

PART 2: ASSESSMENT PLAN

Program/Department: COLLEGE OF BUSINESS/MARKETING PROGRAM

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 Objectives

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 Outcomes

- a. Critically evaluate marketing functions performed by channel members in the industry.
- b. Organize thoughts to effectively communicate in any business environment.
- c. Integrate technology to provide solutions to marketing problems.
- d. Evaluate entrepreneurial opportunities.
- e. Integrate marketing concepts in a global business environment.
- f. Recognize the importance and contribution of organizational diversity in a business environment.
- g. Determine ethical issues and select appropriate actions.

Curriculum Map: MARKETING

K= Knowledge/Comprehension; A= Application/Analysis; S= Synthesis/Evaluation													
Student Learning Outcomes (SLO)	<i>MKTG 3110</i>	<i>MKTG 3620</i>	<i>MKTG 3630</i>	<i>MKTG 3750</i>	<i>MKTG 3770</i>	<i>MKTG 3780</i>	<i>MKTG 3790</i>	<i>MKTG 3840</i>	<i>MKTG 4820</i>	<i>MKTG 4830</i>	<i>MKTG 4880</i>	<i>BLP 3207</i>	<i>MGMT 4890 Capstone</i>
1: Demonstrate application of marketing concepts in any business environment. <ul style="list-style-type: none"> • a: Critically evaluate marketing functions performed by channel members in the industry. 	K							A			S	S	KSA
2: Analyze marketing functions in the flow of goods and services in the marketplace. <ul style="list-style-type: none"> • b: Organize thoughts to effectively communicate in any business environment. 				K		A		A	S				
3: Prepare, and present cases and recommend solutions based on identified problems. <ul style="list-style-type: none"> • c: Integrate technology to provide solutions to marketing problems. 		K	A							A		S	S
4: Evaluate and choose business opportunities based on sound business or marketing plan. <ul style="list-style-type: none"> • d: Evaluate entrepreneurial opportunities. 			K								S		
5: Prepare coherent steps required in conducting global business. <ul style="list-style-type: none"> • e: Integrate marketing concepts in a global business environment. 	K					A			S				KSA
6: Recognize the importance of diverse workplace and its contribution to organizational performance. <ul style="list-style-type: none"> • f: Recognize the importance and contribution of organizational diversity in a business environment. 							S		S				EXIT SURVEY
7: Resolve ethical issue when confronted with a dilemma. <ul style="list-style-type: none"> • g: Determine ethical issues and select appropriate actions. 	A										S	S	S

Assessment Plan Detail

Program Objectives	Student Outcomes	Assessment Instruments	Criteria
1: Demonstrate application of marketing concepts in any business environment.	a: Critically evaluate marketing functions performed by channel members in the industry.	a. Direct Assessment Instrument ETS Capstone Exam (MFT-Business)	50 th percentile of national norms
2: Analyze marketing functions in the flow of goods and services in the marketplace.	b: Organize thoughts to effectively communicate in any business environment.	b. Direct Assessment Instrument ETS Capstone Exam (MFT-Business)	50 th percentile of national norms
3: Prepare, and present cases and recommend solutions based on identified problems.	c: Integrate technology to provide solutions to marketing problems.	c. Direct Assessment Instrument ETS Capstone Exam (MFT-Business)	50 th percentile of national norms
4: Evaluate and choose business opportunities based on sound business or marketing plan.	d: Evaluate entrepreneurial opportunities.	d. Direct Assessment Instrument ETS Capstone Exam (MFT-Business)	50 th percentile of national norms
5: Prepare coherent steps required in conducting global business.	e: Integrate marketing concepts in a global business environment.	e. Direct Assessment Instrument ETS Capstone Exam (MFT-Business)	50 th percentile of national norms
6: Recognize the importance of diverse workplace and its contribution to organizational performance.	f: Recognize the importance and contribution of organizational diversity in a business environment.	f. Direct Assessment Instrument ETS Capstone Exam (MFT-Business)	50 th percentile of national norms Senior Exit Survey Index
7: Resolve ethical issue when confronted with a dilemma.	g: Determine ethical issues and select appropriate actions.	g. Direct Assessment Instrument ETS Capstone Exam (MFT-Business)	50 th percentile of national norms