

Degree Program Assessment Plan

Name of Department MMBA

Name of Degree Program Marketing

Date Plan Submitted _____

Dean's Approval _____
(Dean's signature)

List of learning outcomes to be assessed and the methods of assessment to be used for each. Also establish a timetable for conducting was assessment for the next 6 year.

(Each program must identify a minimum of three student learning objectives that it is committing to assess on an ongoing basis. Assessments of learning objectives may be scheduled at intervals of up to three years, but departments must complete at least one formal assessment of one program learning objective must be conducted each year.)

Learning Objectives	Methods of Assessment	Direct or Indirect	Time-Table 2006 - 2012
1. Marketing students will perceive themselves as more competent in marketing skills and capability after completion of our curriculum.	All students complete the EBI Undergraduate Exit Assessment. This survey includes questions about quality and satisfaction with courses in the major fields. Students will be sorted by their	Indirect	1 st round Data collected 2006-2007. Information compiled into database; results analyzed Spring

	<p>primary and secondary major/area of interest. Questions 64-67 and 69-74 will be used to assess the performance of students who list Marketing as their primary or secondary major/area of interest.</p> <p>An average score of 5 or above will be considered successful. The Enhancement of Abilities Scale has the following measurement properties: 1 equals Not at all, 4 equals Moderately, and 7 equals Extreme. The results of each question and the average for the nine questions will be observed for trends during the time period 2006-1212.</p>		<p>2008. Determine action items based upon criterion. Action plans implemented in Fall 2008.</p> <p>2nd round Data collected 2007-2008; 2008-2009; and 2009-2010. Information compiled into database; results analyzed Fall 2010. Determine action items based upon criterion. Action plans implemented in Fall 2011.</p>
<p>2. Marketing students will display knowledge of the Marketing Concept and how it relates to the formulation of a successful domestic and international Marketing Strategy.</p>	<p>The ETS Major Field Tests will be administered and results specific to Marketing will be provided from the results.</p> <p>A score of 70 % or above by at least 70% of the MKT majors on the questions concerning Marketing Strategy will be considered successful.</p>	<p>Direct</p>	<p>1st round Data collected Spring 2008. Information compiled into database; results analyzed Spring 2008. Determine action items based upon criterion. Action plans implemented in Fall 2009.</p> <p>2nd round Data collected 2009, 2010 & 2011. Information compiled into database; results analyzed Fall 2011. Determine action items based upon criterion. Action plans implemented in Fall 2012.</p>

<p>3. Marketing students will display knowledge of Domestic and International Consumer Behavior, Organizational Buyer Behavior, Service Marketing and Non Profit Marketing.</p>	<p>The ETS Major Field Tests will be administered and results specific to Marketing will be provided from the results.</p> <p>A score of 70 % or above by at least 70% of the MKT majors on the questions concerning Domestic and International Cons Consumer Behavior, Organizational Buyer Behavior, Service Marketing and Non Profit Marketing will be considered successful.</p>	<p>Direct</p>	<p>1st round Data collected Spring 2008 & 2009. Information compiled into database; results analyzed Fall 2009. Determine action items based upon criterion. Action plans implemented in Fall 2010.</p> <p>2nd round Data collected 2010, 2011 & 2012. Information compiled into database; results analyzed Fall 2012. Determine action items based upon criterion. Action plans implemented in Fall 2013.</p>