

University of Minnesota Crookston
Assessment of Student Learning

Major: Marketing

Last Updated : May 15, 2018

Assessment Method & Procedures	Data Collection Frequency	Reporting Timeframe	Results	Planned Improvements Based on Results	
Program Learning Outcome 1. Apply analytical and critical thinking skills by utilizing general business principles and practices in Accounting, Economics, Finance, Management and Marketing.					
Outcome 1.1 - Demonstrate an integrated understanding of business principles.	90% of students will receive a "C" or better on a comprehensive marketing strategies case. (MKTG 4800)	Tri-Annual	2017		
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Program Learning Outcome 2. Demonstrate ethical leadership and effective teamwork in given business scenarios of a global and diverse environment.					
Outcome 2.1 - Adapt the marketing mix to fit an international marketing situation.	80% of students will receive a "C" or better on an international market feasibility study (MKTG 3360)	Tri-Annual	2018	Average grade in E90 section was 84.86% with 92% receiving a "c" or better.	Students achieved the desired outcomes for this project. One change to be implemented on this project would be to slightly decrease the amount of work for this project to allow for more feedback to be provided to the students.
Outcome 2.2- Develop the ability to collaborate effectively in a team setting	90% of groups will receive a satisfactory score (3 on a scale of 1-5) on the group portion of their peer evaluation on the integrated marketing plan project. (MKTG 3250)	Tri-Annual	2016	The average group evaluation score for all sections of MKTG 3250 was 1.49 on a scale of 1-5 with 1 being excellent and 5 being very poor. The average score of the on-campus section was 1.59 and the average score of the online was 1.45. These scores indicate that both the on-campus and online sections of MKTG 3250 excelled at working with their peers on a group project.	Obviously there were some teams that worked more effectively than others. Overall, the current procedures for the group project are working well based on these scores. However, it is recommended that the Faculty provide as many collaboration tools as possible for the students in order to effectively collaborate on group projects. It may also be helpful to have the groups periodically "check-in" with the Instructor of the course, or do multiple peer evaluations throughout the project in order to ensure that the group is effectively collaborating.
Outcome 2.3 - Students demonstrate an understanding of the impact social responsibility, sustainability, ethics and the legal environment have on the marketing of products and services.	80% of students will receive a grade of a "C" or better on assignment(s) that address social responsibility, sustainability, ethics and the legal environment in marketing. (MKTG 3250)	Tri-Annual	2016	The average score out of 20 on the laws/regulations/sustainability/ethics assignment was 19.41 points for students that submitted the assignment. The average scores for the online and on-campus classes were exactly the same. 100% of students achieved a satisfactory grade of 70% or a "C" or better on this assignment.	Students achieved the desired outcomes for this assignment. The current assessment activity is lacking in questions regarding sustainability. It is recommended that some additional questions pertaining to sustainability be added to this assignment.
Program Learning Outcome 3. Integrate technology and computer software applications to address business challenges.					

Outcome 3.1 - Be able to create and deliver a presentation using current presentation technology.	100% of students completed a satisfactory presentation on their integrated marketing plan presentation. (MKTG 3250)	Tri-Annual	2016	The average grade on the IMC presentation was 24.24 out of 25 possible points for all sections. The average for the on-campus section was 23.79 and 24.68 for the online section. 100% of students achieved a satisfactory score on their IMC plan presentation	Marketing students appear to have excellent presentation skills. It is recommended that this assignment be continued to continue to develop these skill sets of these students. It is also recommended that current technologies continue to be utilized for conducting their presentations.
Outcome 3.2 - Demonstrate the ability to utilize current technologies to analyze marketing research data	80% of students received a grade of "c" or better on marketing research assignment that analyzed data output. (MKTG 3400)	Tri-Annual	2018	001 Section - 100% of students received a "c" or better on data analysis assignment. However, direct evaluation was based on a group project. E90 section - 100% of students in the online section achieved a "c" or better on the marketing research data analysis section	The online section may incorporate more videos and tutorials in order to provide a clearer understanding of data analysis concepts. In addition, more may be done online so that students can access a statistical package much earlier. On campus, students should have a direct individual evaluation of their ability to analyze data output.
Outcome 3.3 - Students have the ability to utilize web-based applications to promote products and services online	80% of students received a grade of "C" or better on Internet Marketing project. (MKTG 3230)	Tri-Annual	2018	001 Section - 100% of students received a "c" or better on the simulation activity, the average score was 83.50%. E90 section - 100% of students in the online section achieved a "c" or better on the simulation activity, the average score was 74.25%.	Students achieved the desired outcomes for this project. Previously we were going to eliminate the simulation in the course but decided to keep it so that students could get some hands on experience. Students did achieve the desired results but the on-campus class did a little better than the online section. I will put together more videos as resources for online students that are having difficulties. I also might make the simulation not as long and have a short time period or less turns in a longer time period to accommodate online students.
Program Learning Outcome 4. Apply effective communication skills in business and professional settings.					
Outcome 4.1 - Demonstrate effective oral communication skills	100% of students completed a satisfactory presentation on their integrated marketing plan presentation. (MKTG 3250)	Tri-Annual	2016	The average grade on the IMC presentation was 24.24 out of 25 possible points for all sections. The average for the on-campus section was 23.79 and 24.68 for the online section. 100% of students achieved a satisfactory score on their IMC plan presentation	Marketing students appear to have excellent presentation skills. It is recommended that this assignment be continued to continue to develop these skill sets of these students. It is also recommended that current technologies continue to be utilized for conducting their presentations.
Outcome 4.2 - Demonstrate effective written communication skills	80% of groups receive a satisfactory ("C") score on the writing and referencing portion of the integrated marketing plan (MKTG 3250).	Tri-Annual	2016	The average grade on the written communication portion of the IMC plan was 86.4%. The range of scores was 68% - 100%. Of the 10 total groups, 9 groups received a "c" grade or a 70% on the written communications portion of the IMC plan, and thus over 80% of groups received a satisfactory score.	One way to improve students writing skills is to continue to do in-class peer reviews of their papers, give students the opportunity to submit a draft for review to their professor prior to the due date, provide samples of well-written papers and encourage students to have their paper proofed at the writing center.

Program Learning Outcome 5. Analyze the marketing environment utilizing the 4 P's of Marketing including product, price, place, promotion to execute the marketing strategy in a global economy.					
	80% of students will receive a "C" or better on an international market feasibility study (MKTG 3360)	Tri-Annual	2015	Average grade on feasibility analysis project in section 001 was 95% with 95% of students receiving a "c" or better on the project. Average grade in E90 section was 80% with 87.5% receiving a "c" or better. The overall average score between the two sections was 87.5% with 91.25% of students receiving a "c" or better on the assignment.	Students achieved the desired outcomes for this project. One change to be implemented is more standardized grading between the two sections. It appears that the on-campus (001) section received higher scores than the online section (e90). Standard grading will be implemented in both sections.
Program Learning Outcome 6. Utilize Marketing Research including primary and secondary data, marketing segmentation, and target marketing techniques to evaluate and formulate strategic marketing decisions.					
Outcome 6.1 - Students are able to analyze secondary and primary research data and develop recommendations	80% of students received a grade of "c" or better on marketing research assignment that analyzed data output. (MKTG 3400)	Tri-Annual	2015	001 Section - 92% of students received a "c" or better on data analysis assignment. E90 section - 70% of students in the online section achieved a "c" or better on the marketing research data analysis section	The online section will incorporate more videos and tutorials in order to provide a clearer understanding of data analysis concepts
Outcome 6.2 - Students have the ability to identify target markets and segments for a specific product or service.	80% of students receive a satisfactory ("C") score on the target market and segmentation portion of the integrated marketing plan (MKTG 3250).	Tri-Annual	2016	The average score on the target market segmentation section of the IMC plan was 8.58/10 or 85.8%. 11 out of 12 groups achieved a satisfactory grade of 70% or a "C" or better on this section.	One way to improve scores on this section of the report is to continue to do in-class peer reviews of their papers, give students the opportunity to submit a draft for review to their professor prior to the due date, and provide samples of previously completed reports with excellent target market/segmentation sections.
Program Learning Outcome 7. Illustrate how internal and external forces affect consumer and business needs and wants resulting in consumption related behavior.					
	80% of students received a "c" or better average on compilation of all exams. (MKTG 3300)	Tri-Annual	2015	Section 001/002 - 78% of students received a "c" or better on average score of all exams in the class. Section E90/91 - 91% of students earned a "c" or better on average score of all exams. Total in all sections 84.5% of all students received a grade of a "c" or better on the average of all exams	Both on-campus and online students are able to use the book when taking the exam. It has increased the average score of the sections but 2.5%.
Program Learning Outcome 8. Demonstrate how branding, advertising, promotions, and sales are integrated to develop an effective marketing program.					

6.1 - Demonstrate the ability to develop branding guidelines and logos	80% of students receive a "c" or better on branding project. (MKTG 3700)	Tri-Annual	2018	001 Section - 100% of students received a "c" or better on branding project, the average was a 92%. E90 section - 100% of students in the online section achieved a "c" or better on the branding project, the average was 78%. The online grades includes a few 0, which brought the average down. Of those that complete the branding project the average was a 90%.	After the changes that had been made from the previous assessment plan, the changes have seemed to have been good. Students seem to know what is expected of them and they have been doing a great job. This will be reevaluated again after the next semester this is taught.
6.2 Determine the appropriate advertising mediums and promotion recommendations to be used to effectively promote products and services to the identified target market(s).	80% of students receive a satisfactory ("C") score on the advertising, [promotion, and target market sections of the integrated marketing plan. (MKTG 3250)	Tri-Annual	2016	The average score on the advertising and promotion section of the IMC plan was 31.83 out of 35 or 91%. 12 out of 12 groups achieved a satisfactory score of 70% or a "C" or better on this section.	One way to improve scores on this section of the report is to continue to do in-class peer reviews of their papers, give students the opportunity to submit a draft for review to their professor prior to the due date, and provide samples of previously completed reports with excellent advertising and promotion recommendations.
6.3 -Understand when personal selling is most effective in selling products and services	90% of students receive a satisfactory ("C") score on personal selling presentation (MKTG 2200)	Tri-Annual	2017		