

University of Minnesota Crookston
Assessment of Student Learning

Major: Marketing

Last Updated : May 9, 2019

Assessment Method & Procedures	Data Collection Frequency	Reporting Timeframe	Results	Planned Improvements Based on Results	Assessment Type
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		Learning objective is direct, formative, and internal.
Outcome 1.2 - Developed advanced analytical skills through the use of complex and comprehensive cases, to be able to identify central issues/problems in these cases and present well-supported recommendations for future actions.	90% of students will receive a "C" or better on a comprehensive marketing strategies case. (MKTG 4800)	Tri-Annual	2017	100% received at least a "C" or better on at least one comprehensive marketing strategies case.	In this class, all students met the standards of this assessment. I spent a clear amount of time introducing case analysis in this class. Case analysis, and marketing decision-making, requires tolerance for ambiguity. Some students did not appear to be ready to take this course. Confidence is important when developing a tolerance for ambiguity, and I want to make students feel comfortable as possible when they are introduced to case analysis. However, in a subtle matter, I will let students know early that this class requires a tolerance for ambiguity. I already give considerable attention to prepare students to case analysis. However, I will make previous semester case analyses available to student. I am actively considering other ways to assist students to develop a more personalized understanding of case analysis. Ultimately, a better measure next year might be that at least 70% of all students should: (1) have at least a B average on all cases after the first case; and, (2) turn in on time at least three of the five case analyses.
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	2019	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 1.15. This score indicates that the on-campus section of MKTG 3250 excelled at working with their peers on a group project. The last time this course was taught I had a large amount of online student request to work alone due to challenging life schedule. I made the decision to not require group work so no students opted to work with a partner. So this was not assess for online students.	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. There is also a challenge that we are seeing that online students prefer to work along then in groups due to their busy work/life schedules. This is something we need to discuss further to see how we should handle this moving forward.
Outcome 2.3 - Students demonstrate an understanding of the impact social responsibility, sustainability, ethics and the legal environment have 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	2019	The average score out of 20 on the laws/regulations/sustainability/ethics assignment was 19.3 points for the on-campus students and 19.5 for online students that submitted the assignment. The average scores for the online and on-campus classes were very similar. 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	2019	The average grade on the IMC presentation was 24.04 out of 25 possible points for all sections. The average for the on-campus section was 23.84 and 24.24 for the online section. 100% of students achieved a satisfactory score on their IMC plan presentation	Marketing students appear to have excellent presentation skills one area of opportunity for oncampus students is to have them dress professionally during there presentation. 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.	Learning objective is indirect, formative, and internal.
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.	Learning objective is indirect, formative, and internal.
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.	Learning objective is indirect, formative, and internal.
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	2019	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.	Learning objective is indirect, formative, and internal.
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	2019	The average grade on the written communication portion of the IMC plan was 90.33%. The range of scores was 70% - 100%. The online average was a 89% and the on-campus students' average was 91.66%.	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.	Learning objective is indirect, formative, and internal.
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.	Learning objective is indirect, formative, and internal.
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.	Learning objective is indirect, formative, and internal.
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 8.65/10 or 85.5%. The majority of students seem to demonstrate a good understanding of segmentation	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.	Learning objective is indirect, formative, and internal.

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%.	Learning objective is indirect, formative, and internal.
Program Learning Outcome 8.		Demonstrate how branding, advertising, promotions, and sales are integrated to develop an effective marketing program.				
8.1 - 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.	Learning objective is indirect, formative, and internal.
8.2 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	2019	The average score on the advertising and promotion section of the IMC plan was 32.02 out 35 or 91.4%. Students seem to do well on this section of the marketing plan.	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.	Learning objective is indirect, formative, and internal.
8.3 - 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			Learning objective is indirect, formative, and internal.