

University of Minnesota Crookston
Assessment of Student Learning

Major: Marketing

Last Updated : May 5, 2017

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	2020	95.45% of all students received at least a "C" or better on a comprehensive marketing strategies case. (MKTG 4800)	In this class, all students who passed the course 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. I prepare a video about how to do well in cases and I make available a case analysis from earlier classes. I think that I should have a Zoom meeting with students who want help next year, and that I should actively promote to students that they attend it. I am also 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.
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	2020		In this class, all students who passed the course 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. I prepare a video about how to do well in cases and I make available a case analysis from earlier classes. I think that I should have a Zoom meeting with students who want help next year, and that I should actively promote to students that they attend it. I am also 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	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.
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	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 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	2015	100% of students in both the on-campus (001) and online (e90) sections of MKTG 3230 received a grade of a "c" or better on the internet marketing project which was comprised of a simulation activity	Students achieved the desired outcomes for this project. Based on feedback from students, the simulation will no longer be included in the course, rather students will work with a client to create internet marketing recommendations utilizing technologies taught in the course.
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 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 - 70% of students received a "c" or better on average score of all exams in the class. Section E90/91 - 94% of students earned a "c" or better on average score of all exams. Total in all sections 82% of all students received a grade of a "c" or better on the average of all exams	Online students are allowed to use an "open book" when taking the exam, and on campus are not allowed to do so. In order to be consistent between modalities, on campus students will be allowed to take exams using an "open book" format. Also, study guides will and/or review sessions will be implemented to help reinforce the content
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	2015	83% of students received a "c" or better on the culmination of both parts of the branding project (part 1 and 2)	Provide additional resources for students to utilize when completing branding project assignment. Provide more opportunities for interaction with client during branding project.
	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	2016	The average score on the advertising and promotion section of the IMC plan was 31.83 out 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.
	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	2020	The average score on the personal selling presentation for the on-campus class was a 68 out of 75 points or a 90.67%. Out of the 25 marketing students that completed the personal selling presentation, 100% of them achieved a satisfactory score. The average score on the personal selling presentation for online class was a 53.1 out of 75 points or a 70.9%. Out of the 36 marketing students that completed the personal selling presentation, 9 of those students did not submit any assignment and the rest of the students that submitted an assignment achieved a satisfactory score.	The rubric was recently reviewed and changed to assess the quality of these professional nature of the presentation. Both online and oncampus students have a clear understanding of the instructors expectations. Students seem to be excelling in this project and understand the expectations. This will continue to be assessed over the next several years to make sure we are continuing at this academic level.