

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	Assessment Type	Re-Assessment of Results	Documented Changes
<b>Program Learning Outcome 1. Apply analytical and critical thinking skills by utilizing general business principles and practices in Accounting, Economics, Finance, Management and Marketing.</b>							
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.	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. 80% 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.			
<b>Program Learning Outcome 2. Demonstrate ethical leadership and effective teamwork in given business scenarios of a global and diverse environment.</b>							
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 (IBUS 3360)	Tri-Annual	2021	Average grade on the feasibility analysis project in section E90 was 85.15% with 92% of students receiving a "C" or better on the project. Average grade on the feasibility analysis project in section E91 was 84.51% with 92% of students receiving a "C" or better on the project.	Students have achieved the outcome for this assignment. No changes needed at this time.	Learning objective is direct, formative, and internal.		
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	2022	The average group evaluation score for the on-campus sections of MKTG 3250 was 1.5 on a scale of 1-5, with 1 being excellent and 5 being very poor. There was not a collaboration project for the online section due to an overwhelming amount of students requesting to work alone due to family and work schedules. 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. The concept of groupwork continues to be an issue for online students so instead I supplemented with short simulations that were built into the course. The average score on these were 78%, which is something that could be improved.	There were some teams that worked more effectively than others, but overall the current procedures worked well based on the scores. Some of the issues that students faced were with working with student-athlete schedules. Some of the rescheduling of games was out of the student's control, but this simulates real life. There is also a challenge that we are seeing that online students prefer to work alone than 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. I replaced a group project with simulations this semester, and students did fairly well, but the average grades were 78%; this needs improvement. I will work to provide videos or better instructions for the student outside of what the publisher provides.	Learning objective is indirect, formative, and internal.		
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	2022	The average score out of 20 on the laws/regulations/sustainability/ethics assignment was 20 points for the on-campus students and 20 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.	Learning objective is indirect, formative, and internal.		
<b>Program Learning Outcome 3. Integrate technology and computer software applications to address business challenges.</b>							
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	2022	The average grade on the IMC presentation was 23.99 out of 25 possible points for all sections. The average for the on-campus section was 23.86 and 24.12 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 their 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	2021	Average grade on a data analysis assignment in section 01/E92 was 82.86% with 80% of students receiving a "C" or better on the project. Average grade on a data analysis assignment in section E90 was 74.35% with 90% of students receiving a "C" or better on the project.	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 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	2021	Average grade on the digital marketing simulation in section E90 was 88% with 95% of students receiving a "C" or better on the project. Average grade on the digital marketing simulation in section E91 was 91% with 92% of students receiving a "C" or better on the project.	Students achieved the desired outcomes for this project. We did use the simulation again this year and students seemed to have an easier time with it, they were also provided more instructional videos as well.	Learning objective is indirect, formative, and internal.		
<b>Program Learning Outcome 4. Apply effective communication skills in business and professional settings.</b>							
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 23.99 out of 25 possible points for all sections. The average for the on-campus section was 23.86 and 24.12 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	2022	The average grade on the written communication portion of the IMC plan was 93%. The range of scores was 70% - 100%. The online average was a 92% and the on-campus students' average was 94%.	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.		
<b>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.</b>							
Outcome 5.1 - Students are able to analyze secondary and primary research data and develop recommendations 80% of students will receive a "C" or better on an international market feasibility study (MKTG 3360)	Tri-Annual	2021	Average grade on the feasibility analysis project in section E90 was 85.15% with 92% of students receiving a "C" or better on the project. Average grade on the feasibility analysis project in section E91 was 84.51% with 92% of students receiving a "C" or better on the project.	Students have achieved the outcome for this assignment. No changes needed at this time.	Learning objective is indirect, formative, and internal.		
<b>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.</b>							
Outcome 6.1 - Students are able to analyze secondary and primary research data and develop recommendations 80% of students will receive a "C" or better on marketing research assignment that analyzed data output. (MKTG 3400)	Tri-Annual	2021	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	Students have achieved the outcome for this assignment. No changes needed at this time. Still need to possibly 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 groups receive a satisfactory ("C") score on the target market and segmentation portion of the integrated marketing plan (MKTG 3250).	Tri-Annual	2022	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.		
<b>Program Learning Outcome 7. Illustrate how internal and external forces affect consumer and business needs and wants resulting in consumption related behavior.</b>							
Outcome 7.1 - Students are able to analyze secondary and primary research data and develop recommendations 80% of students will receive a "C" or better on a comprehensive marketing strategies case. (MKTG 4800)	Tri-Annual	2021	Average score of all exams in the class in section 003 was 88% with 94% of students receiving a "C" or better. Average score of all exams in the class in section E91 was 82.27% with 91% of students receiving a "C" or better. Average score of all exams in the class in section E92 was 87% with 90% of students receiving a "C" or better. Average score of all exams in the class in section E90 was 88% with 92% of students receiving a "C" or better.	Students have achieved the outcome for this assignment. No changes needed at this time.	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	2021	83% of students received a "C" or better on the culmination of both parts of the branding project	Provide additional resources for students to utilize when completing branding project assignment. Tutorials on creative technologies will be added.	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	2022	The average score on the advertising and promotion section of the IMC plan was 31 out of 35 or 88.5%. 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	80% 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 achieve 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.	Learning objective is indirect, formative, and internal.		