***STUDENT LEARNING ASSESSMENT PROGRAM SUMMARY FORM AY 2016-2017***

Please complete a separate worksheet for each academic program (major, minor) at each level (undergraduate, graduate) in your department. Worksheets are due to CASA this year by **June 15, 2017**. Worksheets should be sent electronically to [kjsanders@eiu.edu](mailto:kjsanders@eiu.edu) and should also be submitted to your college dean. For information about assessment or help with your assessment plans, visit the Assessment webpage at <http://www.eiu.edu/~assess/> or contact Karla Sanders in CASA at 581-6056.

BSB Marketing

**Degree and**

**Program Name:**

# Submitted By:

Dr. Richard Flight, Assistant Chair of Marketing

**Please use size 10 font or larger.**

**PART ONE**

| **Learning objective?** | **How, where, and when is it assessed?** | **What are the expectations?** | **What are the results? \*** | **Committee/person responsible? How are results shared?** |
| --- | --- | --- | --- | --- |
| **Critical Thinking:**   * Students question, examine, evaluate and respond to problems or arguments. | **How:** Article, case analysis and project development using faculty developed rubrics.  **Where:** Marketing Strategy MAR 4700, Consumer Behavior MAR 3720.  **When:** At least once per AY. | 70% of students will score 70%, ‘Satisfactory,’ or better on assignment. | MAR 4700: Fall/Spring 2016 (n=70)   * 60.5% of students scored 70% or higher.   MAR 3270: Fall/Spring 2016 (n=38)   * 82.3% of students scored ‘Satisfactory’ or better. | MAR 4700 and MAR 3720 faculty are responsible for administration. Initial results are distributed by e-mail then discussed at regular faculty meetings. |
| **Critical Writing and Reading:**   * Students write critically and evaluate varied sources. | **How:** Article, case analysis using faculty developed rubrics for both critical writing and reading.  **Where:** Marketing Strategy MAR 4700.  **When:** At least once per AY. | 70% of students will score 70% or better on assignment. | MAR 4700: Fall/Spring 2016 (n=70)   * Writing: 86.8% of students scored 70% or higher (Case 4). * Reading: 42.1% of students scored 70% or higher (Case 3). | MAR 4700 faculty are responsible for administration. Initial results are distributed by e-mail then discussed at regular faculty meetings. |
| **Speaking and Listening:**   * Students prepare, deliver, and critically evaluate presentations and other formal speaking activities. | **How:** In-class presentations using School of Business and faculty developed rubrics for both speaking and active listening.  **Where:** Marketing Strategy MAR 4700, Professional Sales MAR 4470  **When:** At least once per AY. | 70% of students will score 70% or higher on assignment. | MAR 4700: Fall/Spring 2016 (n=70).   * 52/70 (74.8%) of students scored 70% or higher.   MAR 4470: Fall/Spring 2016 (n=43)   * 30/43 (70%) achieved 70% or better.   Active Listening: The assignment is in place but as a new learning objective no data was recorded the AY. | MAR 4700 and MAR 4470 faculty are responsible for administration. Initial results are distributed by e-mail then discussed at regular faculty meetings. |
| **Quantitative Reasoning:**   * Students produce, analyze, interpret, and evaluate quantitative material. | **How:** Embedded exam questions.  **Where:** Marketing Strategy MAR 4700. Marketing Research MAR 3860.  **When:** At least once per AY. | On average students will score 70% or higher on embedded questions. | MAR 4700 Fall/Spring 2016 (n=70).   * Average Score: 84.7%   MAR 3860 Fall/Spring 2016 (n=44).   * 32/44 (95.4%) achieved 70% or better. | MAR 4700 and MAR 3860 faculty are responsible for administration. Initial results are distributed by e-mail then discussed at regular faculty meetings. |
| **Responsible Citizenship:**   * Students make informed decisions based on knowledge of the physical and natural world and human history and culture. | **How:** Case analysis using faculty developed rubric.  **Where:** Professional Sales MAR 4470.  **When:** At least once per AY. | 70% of students will score 70% or higher on assignment. | The assignment is in place but as a new learning objective no data was recorded the AY. | MAR 4470 faculty are responsible for administration. Initial results are distributed by e-mail then discussed at regular faculty meetings. |
|  |  |  |  |  |
| **Marketing Knowledge:**   * Students use marketing terminology and concepts appropriately in marketing decision making. | **How:** A 50-item, multiple choice exam on common marketing concepts, developed by the marketing faculty.  **Where:** Marketing Strategy MAR 4700.  **When:** At least once per AY. | 70% of students will score 70% or higher on the exam. | Fall 2016 (n=23)   * 62.5% of students scored 70% or higher. | MAR 4700 faculty are responsible for administration. Initial results are distributed by e-mail then discussed at regular faculty meetings. |

**\* Note: In 2016 the Marketing Faculty decided to use calendar year reporting data. As such our data cycle includes spring and fall data from the preceding calendar year instead of academic year.**

**PART TWO**

Describe what your program’s assessment accomplishments since your last report was submitted. Discuss ways in which you have responded to the CASA Director’s comments on last year’s report or simply describe what assessment work was initiated, continued, or completed.

**Accomplishments:**

Over this past academic year the Marketing faculty have adopted the new university learning goals. This means adopting new goals in critical reading, listening, quantitative reasoning, and responsible citizenship while retaining existing learning goals. We have begun to implement the Active Listening LO in our Sales course. We updated our 50 item Marketing Knowledge exam which is a composite instrument. We transitioned it to Qualtrics and added many new questions. Now students are randomly assigned questions so that no two exams are the same and overreliance on single questions does not occur.

**Response to last year’s report:**

We never received feedback from last year’s report.

**Assessment work….**

**Initiated:**

New adopted learning goals stated above.

**Continued:**

Rubrics to measure existing goals. Continued collecting and discussing data at faculty meetings.

**Completed:**

The adoption of new learning goals.

# PART THREE

Summarize changes and improvements in **curriculum, instruction, and learning** that have resulted from the implementation of your assessment program. How have you used the data? What have you learned? In light of what you have learned through your assessment efforts this year and in past years, what are your plans for the future?

**Changes in curriculum, instruction that have led to improvements in learning:**

We are introducing a stronger emphasis on metrics in our core courses. Greater emphasis on basic marketing knowledge skills has led us to develop a Marketing Knowledge directory or common skill sets. Students may use the directory in MAR 4700 to help them review basic concepts and terms.

**How data has been used:**

We use the data to identify sub-standard learning goal performance specifically in writing, and analytical decision-making.

**What we have learned:**

Our students need reinforced quantitative analysis skills and basic marketing discipline knowledge.

**What we plan to do in the future based upon our data analysis and what we have learned:**

We are introducing a stronger emphasis on metrics in our core courses. Greater emphasis on basic marketing knowledge skills has led us to develop a Marketing Knowledge directory. Students may use the directory to help them review basic concepts and terms.