

Annual Program Assessment Plan: 2018-2019

Please upload the form for each program in Blackboard by **October 9, 2018**.

School	School of Business & Information Systems
Department	Department of Business and Economics
Program	Bachelor of Science in Marketing
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Date Submitted	October 2, 2018

I. State Program Mission

The purpose of the marketing program is to educate students to go into today's dynamic business world as well-prepared college graduates. This program provides a student-centered education approach that will prepare them for challenging careers in marketing fields. At the completion of this program, marketing students will be equipped with knowledge and skills to satisfy the consumer needs and wants, and ensure business profitability.

II. Insert **Program Goals (PGs) & Program Level Student Learning Outcomes (PSLOs)** that will be assessed this academic year

Program Goal	Program Student Learning Outcomes	Expected Level of Achievement*
Goal.1 Students demonstrate understanding of basic knowledge and its application in marketing as well as various fields of business in a viewpoint of a cross-disciplinary perspective.	Outcome 1.1 Students understand fundamental concepts of marketing and their basic functions.	Marketing Knowledge Test with scoring 75% or higher
	Outcome 1.2 Students understand how fundamental concepts of marketing are applied to business world.	Marketing Knowledge Test with scoring 75% or higher
	Outcome 1.3 Students demonstrate understanding basic knowledge in the various business areas including: computer applications in business, economics, statistics, and strategic management.	Business Common Knowledge Test with scoring 75% or higher

*Rate for an accepted level of performance or success as defined by the program faculty

III. **Rationale for the Plan:** Based on prior year assessments; provide a rationale for choosing the PGs/PSLOs and using the curriculum map identify the scale

Standardized exam (multiple choice questions - 10 specialized questions related to the major and 20 foundational knowledge questions for various fields in business) allows to assess Program goal 1 - students' basic knowledge of various fields in business and their

knowledge in various area of marketing assessed. Compared to the pilot assessment in Spring 2018, courses were added to more comprehensively represent the curriculum in the program.

IV. Data Collection and Evaluation:

- a. Identify direct measures
- b. Determine sample size based on the following factors:
 - i. number of students in the program to ensure the representativeness of the data;
 - ii. length and complexity of the assignment;
 - iii. number of faculty members who will evaluate the data
- c. Indicate timeline for data collection
- d. Identify the assessment tool (provide rubrics as appropriate)
- e. Indicate which faculty members will be involved in the overall assessment process and how many of them will evaluate, analyze and interpret the student data.
- f. How the results will be used to support student learning and program improvement.

a. The direct measure is standardize exam (multiple choice questions) which consists of two sections - the first section is to assess students' knowledge in marketing (10 questions); the second section is to assess students' fundamental knowledge in various areas of business (20 questions). b. Data will be collected from marketing major students in MKT 342, MKT346, and MKT483 in order to have enough sample size. This test will be administered to 40 - 55 marketing major students (note: marketing major courses offer only one section per semester) during the fall semester, 2018. It will take one hour to complete. c. Data will be collected in two weeks period during the fall semester, 2018. d. Standardized exam will be used as the assessment tool; 0 - 50% (Unsatisfactory); 51 - 74% (Satisfactory); 75 - 100% (Proficient) e. Full-time faculty will be involved in the overall assessment process and evaluate/analyze/interpret the student data. f. Depending on the assessment results, 300-level courses may give students more opportunities to learn how to logically build and apply the marketing knowledge they learn in one context to another context.