

**MAJOR FIELD ASSESSMENT PLAN**  
**B. A. MARKETING**

The mission of Southeastern Louisiana University is to meet the education and cultural needs, primarily of Southeast Louisiana, to disseminate knowledge and to facilitate life-long learning through quality instruction, research and service in a safe, student-centered environment.

The major purpose of the Marketing Program is to provide students with educational opportunities and experiences which could lead to a leadership career in the field of Marketing.

**Goal 1**

Marketing majors should have a strong knowledge of the field of marketing as well as knowledge of business in general.

A. Expected Outcome

Students completing the baccalaureate program in marketing will be satisfied with the education they received at Southeastern Louisiana University.

Assessment

- a. Seventy-five percent of the marketing alumni responding to the SLU Undergraduate Alumni Survey will respond "very satisfied" or "somewhat satisfied" to the statement, "How satisfied are you with the overall quality of your degree program?"
- b. Seventy-five percent of the graduating marketing seniors responding to the SLU Exit Survey will respond "very satisfied" or "somewhat satisfied" to the statement, "How satisfied are you with the overall quality of your degree program?"

B. Expected Outcome

Graduates will possess a basic understanding of the body of Business and Marketing knowledge as covered in the baccalaureate marketing program of study.

Assessment

- a. A "Basics of Marketing" exam will be administered to graduating marketing seniors in Marketing 444 each semester. Fifty percent of the graduating seniors who take this exam will score sixty percent or better on their first attempt to take this exam.

- b. Every three years, graduating seniors taking the ETS Major Field Achievement Test in Business will produce average scores that meet the national averages.

**Goal 2**

To prepare students for employment in the field of Marketing and/or graduate study in the field.

Expected Outcome

Baccalaureate graduates in Marketing will find ready employment in the field and/or be prepared for further study.

Assessment

- a. Seventy-five percent of the marketing program graduates responding to the SLU Undergraduate Alumni Survey will indicate that they are currently employed “in the area of my SLU major” or “in an area related to my SLU major.”
- b. Seventy-five percent of the marketing alumni who are continuing their education will respond “effectively” or “very effectively” to the SLU Survey of Undergraduate Alumni question, “How effectively did your educational experiences at SLU prepare you for graduate/professional school?”