

Review of MFA results and report on curricular change

B.A., Marketing  
Department of Marketing and Finance  
December 1, 1997

In reviewing the prior Major Field Assessment Plan, it was discovered that some of the tools for assessment no longer exist. The marketing faculty met on October 8, 1997 to revise the Major Field Assessment Plan. A copy of the changes is enclosed. In addition, the goal attainment framework was revised for use in next year's assessment process.

Results for 1996-97

- Goal 1: This goal is not applicable for this year since the data were not available.
- Goal 2: The departmental exam was administered in Spring 1997. The average score was 61%, which met the goal of 60%.
- Goal 3: The mean percent correct for SLU was 60.7, which was below the national mean percent, correct of 63.1. The sample size was small (n=10). Given all the problems inherent in getting students to take a standardized test, the marketing faculty decided to use the ETS test on a limited basis. The test will be administered every three years. The next scheduled administration is 2000.
- Goal 4: This goal is not applicable for this year since the data were not available.
- Goal 5: This goal is not applicable for this year since the data were not available.
- Goal 6: This goal is not applicable for this year since the data were not available.

**GOAL ATTAINMENT FRAMEWORK**

B.A., Marketing  
Department of Marketing and Finance

Academic Year 1996-97

December 1, 1997

Expected Outcome	Much Less than Expected	Less than Expected	Expected	More than Expected	Much More than Expected
% of alumni who are satisfied with the marketing program according to the SLU Undergraduate Alumni Survey			80%		
% of students scoring 60% or above on the comprehensive departmental examination			75%		
average scores in the ETS Major Field Achievement Test in Business			upper 75% of national scores		
% of graduates who believe they are well prepared to apply the knowledge learned in the marketing program to business decisions according to the SLU Undergraduate Alumni Survey			75%		
% of alumni who are currently employed in a "marketing related position" according to the SLU Undergraduate Alumni Survey			85%		
% of alumni who believe the marketing program provided an excellent preparation for entering their career field and/or continuing their education according to the SLU Undergraduate Alumni Survey			85%		

**GOAL ATTAINMENT FRAMEWORK**

B.A., Marketing  
Department of Marketing and Finance

Academic Year 1997-98

December 1, 1998

Expected Outcome	Much Less than Expected	Less than Expected	Expected	More than Expected	Much More than Expected
% of alumni who are satisfied with the quality of the marketing program according to the SLU Undergraduate Alumni Survey			75%		
% of students will score 60% or better on their first attempt to take the "Basics of Marketing" exam in Marketing 444			50%		
% of 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"			75%		
% of marketing program graduates responding to the SLU Undergraduate Alumni Survey 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?"			75%		