

CAMPUS CORRESPONDENCE

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**Date:** December 9, 2010

**To:** Dr. Michelle Hall, Director  
Institutional Research and Assessment

**From:** Dr. Robert Cope, Interim Head   
Department of Marketing & Supply Chain Management

Dr. Tara' Lopez, Chair   
Assessment Committee  
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**Subject:** 2009-2010 MFA Report on Results

Attached is the current Major Field Assessment Plan (MFA) for Marketing and the 2009-2010 MFA Report on Results. Data for the report were collected from several SLU surveys and a Basic Marketing Examination. As in previous years, we continue to follow the MFA Plan utilizing a Goal Attainment Framework.

Also, note that we use the most recent results from the *Spring 2006-2007 Survey of Undergraduate Alumni*, *2008-2009 SLU Exit Survey* and *Spring 2008 SLU Employer Survey* in our report. Publication dates for the three surveys are: July 2009 for the *Spring 2006-2007 Survey of Undergraduate Alumni*; June 2010 for the *2008-2009 SLU Exit Survey*; and March 2009 for the *Spring 2008 SLU Employer Survey*.

Please contact us if you have any questions.

## **MAJOR FIELD ASSESSMENT PLAN**

### **B. A. MARKETING**

As stated in the *2008-2009 General Catalogue*, the mission of Southeastern Louisiana University is “to lead the educational, economic and cultural development of southeast Louisiana” (p. 42).

As stated in the *2008-2009 General Catalogue*, the mission of the College of Business is “to prepare students to be leaders of business, industry, and government in a dynamic global environment. Complementing the primary commitment to quality instruction, the College values intellectual contributions of an applied or instructional nature and provides service activities to improve the quality of academic programs, students, and economic health of southeast Louisiana” (p. 172).

As stated in the *2008-2009 General Catalogue*, the major purpose of the Marketing Program is “to provide an opportunity for students to obtain the knowledge and skills necessary to be successful in a business career in which marketing plays a key role and/or for graduate study.” (p. 191).

Specific objectives outlined on page 191 of the *2008-2009 General Catalogue* encompass all of the educational goals of the Marketing degree programs.

**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.

Goal 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.

Goal Assessment

- a. A "Basic Marketing" exam will be administered to graduating marketing seniors in Marketing 444 during the last week of classes 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.

**Goal 2:** To prepare students for employment in the field of Marketing and/or graduate study in the field.

A. Expected Outcome

Students completing the baccalaureate program in Marketing will possess the skills and abilities relevant to success in their major field and/or graduate study in the field.

Goal Assessment

- a. Seventy-five percent of the marketing alumni responding to the SLU Undergraduate Alumni Survey will respond “helped a lot” or “helped somewhat” to each of the following statements, “How much did SLU help you in developing the following skills or abilities?: (1) Ability to write well?; (2) Ability to speak effectively?; (3) Ability to utilize computers?; (4) Recognition of the value of coming into contact with people different from you?”
- 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 opportunities to collaborate with other students on class projects?”
- c. 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 quality of instruction regarding standards and ethics in your major field?”
- d. 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 practicum, internship, clinical, or other hands-on experiences outside the classroom?”
- e. 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 use of appropriate technology in the classroom?”

## B. Expected Outcome

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

### Goal 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?”
- c. Seventy-five percent of employers responding to the Employers Survey will indicate that Marketing graduates were “qualified” or “very qualified” for employment.

**REPORT ON MAJOR FIELD ASSESSMENT**  
**B. A. MARKETING, 2009-2010**

**Goal 1:** Marketing majors should have a strong knowledge of the field of marketing as well as knowledge of business in general.

**Expected Outcome 1 A:**

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

Measurement:

1. Spring 2006-2007 SLU Undergraduate Alumni Survey
2. 2008-2009 SLU Exit Survey

Assessment Goal 1 A 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?”

*Results of the Undergraduate Alumni Survey indicate that this assessment goal was met. Of the graduating Marketing seniors responding, 96.5% expressed satisfaction with the degree program.*

Assessment Goal 1 A 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?”

*Results of the Exit Survey indicate that this assessment goal was clearly met. Of the graduating Marketing seniors responding, 83.0% expressed satisfaction with the degree program.*

**Goal 1:** Marketing majors should have a strong knowledge of the field of marketing as well as knowledge of business in general.

**Expected Outcome I B:**

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

Measurement:

1. Basic Marketing Exam

Assessment Goal 1 B a:

*A Basic Marketing Exam* will be administered to graduating marketing seniors in MRKT 444 each semester. Fifty percent of the graduating seniors who take this exam will score 60% or better on their first attempt at this exam.

*Performance on the Basic Marketing Exam during the Fall 2010 semester indicates that Assessment Goal 1 B a was met with 63.9% of the students taking the exam scoring 60% or higher.*

**Goal 2:** To prepare students for employment in the field of Marketing and/or graduate study in the field.

**Expected Outcome 2 A:**

Students completing the baccalaureate program in Marketing will possess the skills and abilities relevant to success in their major field and/or graduate study in the field.

Measurement:

1. Spring 2006-2007 SLU Undergraduate Alumni Survey
2. 2008-2009 SLU Exit Survey

Assessment Goal 2 A a:

Seventy-five percent of the marketing alumni responding to the *SLU Undergraduate Alumni Survey* will respond “helped a lot” or “helped somewhat” to each of the following statements, “How much did SLU help you in developing the following skills and abilities?: (1) Ability to write well?; (2) Ability to speak effectively; (3) Ability to utilize computers?; (4) Recognition of the value of coming into contact with people different from you?”

*Undergraduate Alumni responded to the “skills and abilities” question in the following way:*

- (1) 64.4% thought they were able to write well*
- (2) 69.4 % thought they were able to speak effectively*
- (3) 75.4% said they were able to utilize computers effectively*
- (4) 74.0% were able to recognize the value of diversity in the workplace*

*Though writing, speaking and diversity issues seem a little low, faculty are continuing to include more in-class and out-of-class assignments on their syllabi to improve the situation. Additionally, even better results are expected in the future once the newly redesigned MGMT 240 (Business Communications) course begins to help enhance a student’s verbal, written and critical thinking skills. Finally, it was nice to see that Southeastern students understand the value of technology in the classroom and the workplace.*

Assessment Goal 2 A b:

Seventy-five percent of the graduating marketing seniors responding the *SLU Exit Survey* will respond “very satisfied” or “somewhat satisfied” to the statement, “How satisfied are you with opportunities to collaborate with other students on class projects?”



*Of the graduating marketing seniors responding to the Exit Survey, 85.8% expressed satisfaction with opportunities to collaborate with other students on class projects. This assessment goal was met.*

Assessment Goal 2 A c:

Seventy-five percent of the graduating marketing seniors responding the *SLU Exit Survey* will respond “very satisfied” or “somewhat satisfied” to the statement, “How satisfied are you with the quality of instruction regarding standards and ethics in your major field?”

*Results show that 82.1% of graduating marketing seniors expressed satisfaction with the quality of instruction regarding standards and ethics, clearly meeting this assessment goal.*

Assessment Goal 2 A d:

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 practicum, internship, clinical, or other hands-on experiences outside of the classroom?”

*Results of the Exit Survey indicate that this assessment goal was not met, with only 21.7% of the responding seniors expressing satisfaction. However, it must be noted that 69.8 % of students did not participate in practicum, internship, clinical, or other hands-on experiences outside of the classroom, leaving only 8.5% dissatisfied. More positive results are anticipated when the next report is due in 2012.*

Assessment Goal 2 A e:

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 use of appropriate technology in the classroom?”

*Results of the Exit Survey indicate that this assessment goal was met, with 78.3% of responding seniors expressing satisfaction with the use of appropriate technology in the classroom.*

**Goal 2:** To prepare students for employment in the field of Marketing and/or graduate study in the field.

**Expected Outcome 2 B:**

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

**Measurement:**

1. Spring 2006-2007 SLU Undergraduate Alumni Survey
2. Spring 2008 SLU Employer Survey

**Assessment Goal 2 B 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.”

*Results of the Undergraduate Alumni Survey indicate that this assessment goal was not met. Of the graduating Marketing seniors responding, 62.9% indicated that they were employed “in the area of my SLU major” or “in an area related to my SLU major. This shortfall will be addressed during the future restructuring of the College of Business. More positive results are anticipated when the next report is due in 2012.*

**Assessment Goal 2 B b:**

Seventy-five percent of the marketing alumni who are continuing their education will respond “effectively or “very effectively” to the *SLU Undergraduate Alumni Survey* question, “How effectively did your educational experiences at SLU prepare you for graduate/professional school?”

*Results of the Undergraduate Alumni Survey indicate that this assessment goal was just met. Of the graduating Marketing seniors responding, 75.0% indicated that their SLU education experiences “effectively” or “very effectively” prepared them for graduate/professional school.*

**Assessment Goal 2 B c:**

Seventy-five percent of employers responding to the *SLU Employers Survey* will indicate that Marketing graduates were “qualified” or “very qualified” for employment.

*Unfortunately, results of the Employers Survey are not broken down by discipline. But, 95% of all respondents indicated that compared to other employees, SLU graduates were*

*about the same or better prepared for employment than most.*