

**Major Field Assessment Plan**  
**B. A. Marketing**

The mission of Southeastern Louisiana University is to lead the educational, economic and cultural development of southeast Louisiana.

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 Southeastern 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 "Basic Marketing" exam will be administered to graduating marketing seniors in Marketing 444 each Fall 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.

#### Assessment

- a. Seventy-five percent of the marketing alumni responding to the Southeastern Undergraduate Alumni Survey will respond “helped a lot” or “helped somewhat” to each of the following statements, “How much did Southeastern 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 Southeastern 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 Southeastern 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 Southeastern Exit Survey will respond “very satisfied” or “somewhat satisfied” to the statement “How satisfied are you with the value of class projects and other ‘hands-on’ projects as a learning experience?”
- e. Seventy-five percent of the graduating marketing seniors responding to the Southeastern 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.

Assessment

- a. Seventy-five percent of the marketing alumni responding to the Southeastern Undergraduate Alumni Survey will indicate that they are currently employed “in the area of my Southeastern major” or “in an area related to my Southeastern major.”
  - b. Seventy-five percent of the marketing alumni who are continuing their education will respond “effectively” or “very effectively” to the Southeastern Survey of Undergraduate Alumni question, “How effectively did your educational experiences at Southeastern 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.
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Note: Students in the Marketing degree program are exposed to global perspectives through international marketing issues and practices discussed in International Marketing (MRKT 443) and through various marketing courses that explore international marketing topics.