

**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

Eighty 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 education you received in your major field of study at Southeastern?"

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 comprehensive departmental examination, designed to assess students' knowledge of marketing concepts, strategy, theory and practice covered in the marketing program at Southeastern, will be administered during the students' final semester prior to graduation. Seventy-five percent of the students taking the exam will score 60 percent or above.
- b. Graduating seniors taking the ETS Major Field Assessment Test in Business will produce average scores in the upper 75% of national scores.
- c. Seventy-five percent of the marketing alumni responding to the SLU Undergraduate

Alumni Survey will "strongly agree" or "agree" with the statement, "I am well prepared to apply the knowledge learned in my major field of study when making business decisions."

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. Eighty-five percent of the marketing program graduates responding to the SLU Undergraduate Alumni Survey will indicate that they are currently employed or have accepted a job offer in a "marketing related position."
- b. Eighty-percent of the marketing alumni responding to the SLU Undergraduate Alumni Survey will "strongly agree" or "agree" with the statement, "My major field of study provided an excellent preparation for entering my chosen career field and/or for continuing my education."