

**REPORT ON MAJOR FIELD ASSESSMENT
B. A. MARKETING, 2007-2008**

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. Fall 2003-2004 SLU Undergraduate Alumni Survey
2. 2006-2007 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, 93.6% 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 Surveys indicate that this assessment goal was clearly met. Of the graduating Marketing seniors responding, 86.7% 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 2007 and Fall 2008 semesters indicates that Assessment Goal 1 B a was met with 61.9% 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. Fall 2003-2004 SLU Undergraduate Alumni Survey
2. 2006-2007 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) 63.4% thought they were able to write well*
- (2) 71.1 % thought they were able to speak effectively*
- (3) 71.4% said they were able to utilize computers effectively*
- (4) 76.0% were able to recognize the value of diversity in the workplace*

Though writing, speaking and computer skills seem a little low, faculty have already included more in-class and out-of-class assignments on their syllabi to improve the situation. Additionally, I expect to see even better results in the future once GBBT 234

(Business Communications) is redesigned 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 diversity in 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, 87.6% 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 84.1% 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 34.5% of the responding seniors expressing satisfaction. With last report's low rating of 32.6%, the department has initiated another revision to the Internship process. Positive results are anticipated when the next report is due in 2010.

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 83.2% 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. Fall 2003-2004 SLU Undergraduate Alumni Survey
2. Fall 2004 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. Positive results are anticipated when the next report is due in 2010.

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 met. Of the graduating Marketing seniors responding, 87.5% 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, 76% of all respondents indicated that compared to other employees, SLU graduates were

better prepared for employment.