

Campus Correspondence

**Department of Marketing and Finance
College of Business and Technology
Southeastern Louisiana University
Box 10844 Phone: 2277 Fax: 5010**

Date: November 15, 2004

To: Michelle Hall, Director
Institutional Research

From: Rakesh Duggal, Head *R. Duggal*
Marketing and Finance

Re: Major Field Assessment Report

Enclosed please find the Marketing Major Field Assessment Report for 2003-2004.

Special assistance for the President Alumni Association...

CAMPUS CORRESPONDENCE

Department of Marketing and Finance

Date: November 16, 2004

To: Rakesh Duggal, Head
Department of Marketing & Finance

From: Sandra McKay, Chair SEM
Marketing Department Assessment Committee

Re: Report on Major Field Assessment, B.A. Marketing, 2003-2004

Attached is a copy of the MFA report. Please note that, based on the available data, all goals with the exception of 2 A d were met. A possible reason for not meeting this goal may be our students' lack of awareness of our internship courses. In the future. the department will enhance its efforts to raise student

awareness of internship opportunities.

Department of Marketing and Finance
Report on Major Field Assessment, B. A. Marketing, 2003-2004

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:

SLU Undergraduate Alumni (administered every two years)
SLU Exit Survey (administered each semester)

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 are not yet available.

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 SLU Exit Surveys indicate that this assessment goal was clearly met. Of the graduating Marketing seniors responding, 89.1% expressed satisfaction with the degree program.

Expected Outcome 2 B:

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

Assessment Goal 2 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 to be reported when the Undergraduate Alumni Survey is available.

Assessment Goal 2 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?”

Results to be reported when the Undergraduate Alumni Survey is available.

Assessment Goal 2c:

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

Results of the Employers Survey are not available.

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:

SLU Undergraduate Alumni Survey

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?; Ability to utilize computers?; (4) Recognition of the value of coming into contact with people different from you?"

Results will be reported when the Undergraduate Alumni Survey is available.

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

Expected Outcome 1 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:

Basic Marketing Exam (administered every semester)

Assessment Goal 1 B:

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

Performance on the Basic Marketing Exam in 2003 indicates that Assessment Goal 1 B a was met with 85% of the students taking the exam scoring 60% or higher. Results for 2004 are incomplete.