

Revised Nov. 27, 2002

Department of Marketing and Finance
Report on Major Field Assessment, B. A. Marketing, 2001-2002

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, 2001-2002 (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 to be reported when the Undergraduate Alumni Survey is 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 2001-2002 SLU Exit Surveys indicate that this assessment goal was clearly met. Of the graduating Marketing seniors responding, 85.6% expressed satisfaction with the degree program.

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.

In Fall 2001, the marketing assessment exam was re-examined and modified for the purposes of updating and restructuring to better assess students' knowledge in each of the core subject matters. For example, the exam being used contained only one question in each of the following subject matters: marketing research, international marketing, and consumer behavior. The modified exam consists of five subject areas with ten questions relating to basic marketing concepts and principles (Mrkt 303), and six questions each relating to International Marketing (Mrkt 443), Consumer Behavior (Mrkt 319), Marketing Research (Mrkt 432), and Personal Selling (Mrkt 321). The restructured exam was first administered in Spring 2002.

Performance on the Basic Marketing Exam in 2001- 2002 clearly indicates that Assessment Goal 1 B a was met, with well over fifty percent of the students taking the exam scoring 60% or higher. Student scores in each of the five subject areas, as well as grade distributions for 2001-2002, are shown below.

Percent Correct

	Fall 2001 (n=52)	Spring 2002 (n=45)	Average (n=97)
Mrkt 303	92%	92%	92%
Mrkt 319	72%	78%	75%
Mrkt 321	74%	79%	76.5%
Mrkt 432	97%	79%	88%
Mrkt 443	<u>43%</u>	<u>65%</u>	<u>54%</u>
Overall	77%	78.6%	77%

Grade Distribution

	Fall 2001	Spring 2002
A	15	1
B	24	12
C	11	22
D	1	8
F	<u>1</u>	<u>2</u>
Total	52	45

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 other students on class projects?”

Of the graduating marketing seniors responding to the SLU Exit Survey, 85.6% 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 89.5% 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 2001-2002 SLU Exit Surveys indicate that this assessment goal was not met, with only 44.7% of the responding seniors expressing satisfaction. Steps will be taken to enhance student awareness of available internship opportunities.

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?”

This assessment goal was met, with 81.6% of responding seniors expressing satisfaction with the use of appropriate technology in the classroom.

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.