

Marketing BBA

Students Will Obtain A Broad Base Of Knowledge Of The Marketing Discipline

Goal Description:

The goal of the BBA program in Marketing is to provide students with a broad base of knowledge of the Marketing discipline.

Accomplishment of this goal is indicated by students achieving six learning objectives. Each of the six learning objectives (LO1-LO6) is related to material covered in a corresponding Marketing BBA course. The learning objective associated with each course is further defined by concepts and principles (i.e. sub-objectives)

The Assessment calendar is below. The assessment findings for each learning objective include tables detailing the findings associated with specific concepts and principles. The tables are provided as attachments.

| Marketing BBA: Assessment Calendar Fall 2020 - Spring 2025 | | | | | | | |
|--|-------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | | MKTG3310 (LO1) | MKTG3320 (LO2) | MKTG3328 (LO3) | MKTG4340 (LO4) | MKTG4350 (LO5) | MKTG4390 (LO6) |
| Year 1 | Fall 2020 | X | X | X | X | X | |
| | Spring 2021 | | | | | | X |
| Year 2 | Fall 2021 | X | X | X | X | X | |
| | Spring 2022 | | | | | | X |
| Year 3 | Fall 2022 | X | X | X | X | X | |
| | Spring 2023 | | | | | | X |
| Year 4 | Fall 2023 | X | X | X | X | X | |
| | Spring 2024 | | | | | | X |
| Year 5 | Fall 2024 | X | X | X | X | X | |
| | Spring 2025 | | | | | | X |

Providing Department: Marketing BBA

Progress: Completed

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

LO1: Students Will Be Able To Identify and Differentiate Fundamental Principles and Core Concepts of Marketing

Learning Objective Description:

Students completing a BBA degree, including Marketing BBA students, will be able to identify and differentiate fundamental principles and core concepts of marketing. The concepts and principles are listed below.

1. Components of the Marketing Strategy
2. Characteristics of the Global Market Place
3. Consumer Decision Making Process
4. Business-to-Business Markets
5. Segmentation and its Benefits
6. Targeting and Positioning
7. Marketing Research Process
8. Consumer Products Classification
9. Characteristics that Distinguish Goods from Services
10. Supply Chain Functions
11. Distribution Strategies- Intensive, Selective, Exclusive
12. Tasks Performed by Promotion Strategy
13. Price Elasticity of Demand
14. Pricing Strategies

RELATED ITEM LEVEL 2

LO1: Assessment In MKTG3310 Fundamentals Of Marketing

Indicator Description:

The ability to identify and differentiate the core concepts and principles of marketing is assessed with exams using multiple choice questions. Simulations may also be used. The assessment is completed in MKTG 3310 classes held on main campus, online, and The Woodlands Center.

Criterion Description:

The average score obtained by 70% of the students for each of the 14 concepts and principles will be 70% or higher.

Findings Description:

Attached Files

RELATED ITEM LEVEL 3

Action Description:

***** Review of results across all course sections (by aggregating) showed this topic falling below the criterion. The criterion is that 70% of students score 70% or higher. Pricing Strategies also fell below the criterion.

Note: The topic, Characteristics of the Global Market Place, had an aggregate score of 68% of students meeting or exceeding expectations. Although it fell below the criterion of 70%, the performance was reported in only classes by Taeheom Im and Sanjay Mehta. The actions planned by Sanjay Mehta address the performance. Taeheom Im is no longer working at SHSU so the Action Items planned by him are not reported.

New Plan for 2023 - 2024 Marketing BBA Actions Planned

Action Description:

MKTG3310

Table 3 Current Assessment: Action Items and Implementation Plan for Targeted Learning Objectives (Topics)

***** Review of results across all course sections (by aggregating) showed this topic falling below the criterion.
The criterion is that 70% of students score 70% or higher.

Note: The topic, Characteristics of the Global Market Place, had an aggregate score of 68% of students meeting or exceeding expectations. Although it fell below the criterion of 70%, the performance was reported in only classes by Tae-hoon Im and Sanjay Mehta. The actions planned by Sanjay Mehta address the performance. Tae-hoon Im is no longer working at SHSU so the Action Items planned by him are not reported.

MKTG3320

Table 3 Current Assessment: Action Items and Implementation Plan for Targeted Learning Objectives (Topics)

MKTG3328

MKTG4340