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	MKTG3320	MKTG3328	MKTG4340	MKTG4350	MKTG4390	
		(LO1)	(LO2)	(LO3)	(LO4)	(LO5)	(LO6)	
Year 1	Fall 2020	X	Х	Х	Х	Х		
	Spring 2021						Х	
Year 2	Fall 2021	X	Х	Х	Х	Х		
	Spring 2022						Х	
Year 3	Fall 2022	X	Х	Х	Х	X		
	Spring 2023						Х	
Year 4	Fall 2023	Х	Х	Х	Х	Х		
	Spring 2024						Х	
Year 5	Fall 2024	Х	Х	Х	Х	Х		
	Spring 2025						Х	

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

MKTG 3310 AOL FINDINGS 2023-2024.pdf

RELATED ITEM LEVEL 3

Action for LO1: MKTG3310 Fundamentals Of Marketing Action Description:

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. Pricing Strategies also fell below the criterion.

Learning Objective Topic (Professor Reporting)	Action Item	Implementation Plan
Marketing Research Process ***** (Irfan Ahmed)	Focus on broader aspects of research vs. narrower orientation limited to interests of marketing majors.	Focus on features of the marketing research process that have applicability to all business majors.
All topics. ***** (Sanjay Mehta)	Homework assignments to improve performance.	Students will be assigned several homework assignments to better prepare them for each of the four-course objectives. These include multiple 20 question Quizzes, Dynamic Study Modules, Videos with follow-up question Simulation exercises, and Warm-up exercises.
Consumer Product Classifications ***** (Renee Gravois)	In-class exercise for students to practice identifying examples of each classification.	One topic area that met the criteria but still needs improvement is consumer products classification. I will develop an in-class exercise for students to practice identifying examples of each classification.

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 Taehoon Im and Sanjay Mehta. The actions planned by Sanjay Mehta address the performance. Taehoon Im is no longer working at SHSU so the Action Items planned by him are not reported.

RELATED ITEM LEVEL 3

New Plan for 2023 - 2024 Marketing BBA Actions Planned Action Description:

MKTG3310

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.

Learning Objective Topic (Professor Reporting)	Action Item	Implementation Plan	
Marketing Research Process ***** (Irfan Ahmed)		Focus on features of the marketing research process that have applicability to all business majors.	
All topics. ***** (Sanjay Mehta)	Homework assignments to improve performance.	Students will be assigned several homework assignments to better prepare them for each of the four-course objectives. These include multiple 20 question Quizzes, Dynamic Study Modules, Videos with follow-up questions simulation exercises, and Warm-up exercises.	
Consumer Product Classifications ***** (Renee Gravois)	In-class exercise for students to practice identifying examples of each classification.	One topic area that met the criteria but still needs improvement is consumer products classification. I will develop an in-class exercise for students to practice identifying examples of each classification.	

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 Taehoon Im and Sanjay Mehta. The actions planned by Sanjay Mehta address the performance. Taehoon Im is no longer working at SHSU so the Action Items planned by him are not reported.

MKTG3320

MKTG3320

Table 3 Current Assessment: Action Items and Implementation Plan

for Targeted Learning Objectives (Topics) Learning Objective Topic Implementation Plan Action Item One area that met the criteria but still needs improvement is to identify ways that I will develop an in-class exercise for students to practice identifying dissonance reduction strategies in multiple consumers can reduce cognitive dissonance consumer contexts. which we discuss during the topic of (Renée Gravois) Change essay format on For future exams and semesters, I have decided to give students the option of multiple essays for the essay portion of the exam. Many students blanked on the essay topic that Students will be able to.. -Define personality and brand personality. -Identify major personality traits that have been examined in consumer research. was provided, and thus lost substantial points for leaving the essay blank or answering incorrectly. For the future, I will give students two or three options for the long-form essay -Define self-concept and self-congruence. questions so they can choose one they feel most comfortable -Explain self-concept and self-congruence apply to consumer behavior.
-Identify the elements of consumer Additionally, I will add in-class practice quizzes and Jenuerum -Identify factors that influence attention and comprehension. -Identify ways that consumers make Add in-class practice quizzes assignments to solidify the core concepts covered. This will accomplish two things: (1) Check student understanding, so I can more easily adjust the content as I learn where they are at, and (2) Review or clarify concepts that are not well sociations with meaning to learn. understood by the class. I will also be recommending the Many students struggled with this exam, as "Check Your Understanding" tool in the textbook which it covered four major chapters in the text allows students to answer adaptive guizzes to check their with the most content and technical understanding. This does not affect their grades but gives them extra practice. (Gina Brynildsen)

MKTG3328

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

Learning Objective Topic	Action Item	Implementation Plan
. Business Buyer's Buying Process (63% scored	The time spent on the topics	Student performance is lower primarily due to the lower
70% or higher)	will be confirmed as	attendance on the days they are covered during lectures. This
	acceptable.	cannot be controlled. Nevertheless, the amount of time spent
 three types of buying decisions. 		on the topics will be confirmed as acceptable.
- the meaning of the term buying	Students will be asked to	
center.	share their study guide	The study guide covers this material so I will ask students to
- the roles of individuals in a buying center.	answers in class	share their study guide answers in class. This will place more
- four types of communication style.		of their attention on the concepts. This class format is similar
,		to one used now with the ADAPT questioning system. On
		"share days" they share the dialogue they have developed on
Effective Follow-up (56% scored 70% or higher)		the worksheets. Since the format is being used, changing the
		attention to study guide answers should be acceptable.
- Students will be able to define components		, 0
of effective customer follow-up		