

Assessment Plan Summary
Department: Marketing BBA

Sam Houston State University

President, Office of

Academic Affairs, Division of

Business Administration, College of

Management and Marketing, Department of

Marketing BBA

Students Will Obtain A Broad Base Of Knowledge Of Marketing Principles

Goal Description

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

Organization of Information: Learning Objectives, Findings, and Assessment Calendar

Accomplishment of this goal is indicated by students achieving six learning objectives. Each of the six learning objectives (LO1-LO6) corresponds with one of the Marketing BBA courses. The learning objective associated with each course is defined by concepts and principles that are the course subjects covered with students.

Detailed findings are reported on a table attached to the summary of findings for each learning objective. Therefore, it is helpful to review the summary of findings and the attached table associated with them. The Assessment calendar is below.

		MKTG3310 (LO1)	MKTG3320 (LO2)	MKTG3328 (LO3)	MKTG4340 (LO4)	MKTG4350 (LO5)	MKTG4390 (LO6)
Year 1	Fall 2015						
	Spring 2016						
Year 2	Fall 2016						
	Spring 2017						
Year 3	Fall 2017						
	Spring 2018						
Year 4	Fall 2018						
	Spring 2019						
Year 5	Fall 2019						
	Spring 2020						

Related Items/Elements



LO1: Students Will Be Able To Describe Marketing Core Concepts And Principles

Learning Objective Description

Students who complete the BBA in Marketing will be able to describe the core concepts and principles of marketing that encompass elements of the marketing mix. 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. Task Performed by Promotion Strategy
13. Price Elasticity of Demand
14. Pricing Strategies

LO1: Assessment In MKTG3310 Fundamentals Of Marketing

Indicator Description

The ability to describe Marketing Core Concepts & Principles will be assessed using multiple choice and/or short answer questions embedded within exams.

Criterion Description

Students' performance on embedded exam questions will indicate their understanding of the Marketing Core Concepts & Principles. The average score obtained by 70% of Marketing BBA students for each of the 14 concepts and principles will be 70% or higher. The average score obtained by 70% of students completing other degrees will also be 70% or higher.

Findings Description

The assessments were completed in face-to-face and online classes. The two attachments present findings for each of these teaching approaches. The data from the tables are considered together when reporting the findings.

Students appear to have had exceptional performance in two areas: Characteristics of the Global Market Place and Tasks Performed by the Promotional Strategy. These two areas were singled out during the last assessment period. For the Tasks Performed by the Promotional Strategy, repetition and interest in the topic may be the reason for performing well. The opportunity exists to touch on the promotional tasks while covering the material of at least three chapters. It appears that some improvement in student