

ASSESSMENT WEBSITE INFORMATION

College: Business

Degree Program: Marketing BS

Chair/Director: Gail Hudson

DATA SAY:

In Spring 2009, CoB student performance on the Major Field Test (MFT) was above the national average for marketing topics. Analysis of these topics revealed some weakness in knowledge of services marketing and the marketing communications model and strengths in strategic marketing planning, segmentation, identifying attractive markets, marketing mix elements.

SO WHAT:

Question-by-question analysis and in-depth discussion of the marketing curriculum revealed a lack of consistency between MKTG 3013 Marketing in the level of emphasis placed on services marketing and the marketing communications model.

HOW WE CHANGED:

The marketing faculty agreed on common learning objectives for MKTG 3013 Marketing so that students would have a consistent experience across all sections of the course.

WHAT WE GOT:

In the Spring 2011 MFT, students again scored above the national average, performing well in the areas of the role of marketing in a business organization, business-to-business marketing, gap analysis for services marketing, and the marketing communications model. In analysis of these results, the marketing faculty considered these topics important and were pleased with student performance, particularly with improvement in gap analysis in services marketing and the marketing communications model as these were topics with which students had difficulty in the 2009 MFT exam and that, as a faculty, were emphasized in the MKTG 3013 Marketing course.

