

ASSESSMENT REPORT FORM MARKETING: 2008/9

Name: Louis O. Osuji. Department: Management, Marketing and Information Systems

Outcomes (List the outcomes being measured)

Students will:

1. Demonstrate knowledge of basic business and marketing principles and concepts.
2. Demonstrate knowledge of business and marketing activities in profit and not-for profit organizations and in the environments they operate.
3. Be able to identify problems in both familiar and unfamiliar settings and solve those problems through the application of business strategies.
4. Understand interpersonal and group dynamics in business and marketing environments.
5. Be able to identify issues involving business ethics and resolve them by applying sound and objective reasoning process.
6. Demonstrate basic knowledge of finance, financial statement analysis, financial instruments and capital markets.
7. Be able to integrate, present and discuss organizational views and policies clearly in verbal and written form.
8. Show basic understanding of how products, services and ideas flow in the marketplace and the application of marketing mix strategies to identified target markets.
9. Be able to utilize marketing research techniques and tools to make sound marketing and promotional decisions.
10. Be able to identify and analyze industry and/ or market trends.
11. Be able to analyze and present data in tables and charts as part of decision-making process.
12. Be able to present and communicate ideas confidently and logically in verbal and written forms.
13. Understand entry and operating strategies of multinational companies in the international market arena.
14. Be able to synthesize the functional areas of marketing to resolve marketing problems, deliver value to customers and make decisions.
15. Be familiar with computer and other graphic design technologies used in advertising and public relations companies as well as other business situations.

Method of Assessment

(List the assessment instrument. Explain when and how it was administered)

The outlined students' outcomes have been categorized into five areas, namely, Content Knowledge, Communication Skills, Interpersonal & Interaction Skills, Analysis Skills and Ethical Skills for effectiveness. To assess Content Skill, Interpersonal & Interaction Skills, Analysis Skills, Marketing 276 (Principles of Marketing) was used.

The assessment materials for Marketing 276 (Principles of Marketing) were developed from standardized tests by McGraw Hill Higher Education, College Division of New Jersey by the current Marketing Program coordinator. These tests have been in use since the 2001 Spring Semester.

ASSESSMENT REPORT

Page 2

Performance Standards:

Assessment instruments and performance criteria to be used are specified below. For instance, student outcomes 1,2,3,4,8, and 14 demonstrating basic business and marketing principles will be assessed using Principles of Marketing.

<u>Assessment Criteria</u>	<u>Student Outcome</u>	
1. Principles of Marketing	1,2,3,4,8,14	C=70-79,B=80-89, A=90 &above. D= Below 70
2. Senior Exit Survey		

Definition of Criteria for Assessments

Grade Level :

- A : Demonstration of excellent ability to address problem fully, integrate and apply concepts and principles taught in the College of Business curriculum
- B : A clear demonstration of some depth and complexity in the analysis and application of concepts and principles taught in the College of Business curriculum
- C : Adequately demonstrating a good understanding and ability to apply in less complex way the concepts and principles taught in the College of Business curriculum.
- D : Showing inadequacy in the grasp and application of concepts and principles taught in the curriculum of College of Business.
- F : Inability to understand and apply concepts and principles taught in the curriculum of College of Business.

Methods for Recording Marketing Assessment Results:

A set of examination questions will be administered at the beginning and end of each semester to marketing majors in those courses selected for assessment purpose. The examination will test students' understanding and application of basic key concepts in Principles of Marketing (MKTG 276).

Recording Assessment Results:

At the end of the exercise, responses, opinions/views, students' performance, analysis and recommendations will be distributed to:

Faculty
Chairperson of MMIS Department

Assessment Findings/Interpretations/Conclusions

Marketing 276 (Principles of Marketing)

Findings

1. Overall class performance improved from 57 to 73 (28% improvement).
2. Many of the students understand the basic marketing terms and concepts but cannot apply those concepts.
3. In spite of improvement in class score, and basic understanding of how products and services flow in the market place, many still can not identify the particular marketing mix variable being applied.
4. The majority of the students can present and communicate ideas confidently and logically in verbal and written format.
5. Many of the students understand how business and marketing activities could be performed in profit and not-for-profit organizations.

Recommendations

1. Students' understanding and application of basic marketing concepts could be enhanced through use of examples they can relate to in every day life.
2. Use and analysis of cases including opening chapter vignettes should be emphasized to assist in the understanding and application of newly introduced concepts.
3. Continued use of group/individual assignments and/or presentation is strongly advised.

Conclusions

Based on the assessments performed and students' performance and input, a lot of improvement in learning has taken place in so far as marketing concepts and topics are concerned. Students have very good understanding of basic marketing tools and concepts. However, some of them are weak in other business core areas like finance and accounting.

Decision Making Using Findings

Based on discussions with curriculum committee, some changes in curriculum and course contents have been introduced. Some of the changes include the introduction of video and other computer interactive games, changing prerequisites and course sequence in upper level marketing courses. Course renumbering as required by the university has been carried out. Additional elective courses including Intersession courses have been introduced. The Intersession courses are introduced in all the colleges in the university. Internships with corporations and other hands-on experience have been intensified, and are available to students in the College of Business. Student advising has considerably improved since the addition of a faculty and an administrative staff.

Approved Changes

Some changes have taken place in the form of offering marketing as minor to business and non business majors. The college also introduced minor in entrepreneurship and has added a new course in quantitative method. The summer program has been adjusted from six to five weeks, while still maintaining the number and quality of lecture hours.

Senior Exit Survey

There was no exit survey completed by any student in marketing.

Suggestions for improvement

1. More lectures and cases on not-for-profit organizations should be established.
2. More emphasis "should be put on the purpose and real world uses of finance rather than putting emphasis on memorizing formulas" is suggested.
3. Introduction of more elective courses in marketing to cover both day and evening students and those with marketing as their minor.