

**BSBA MARKETING -- GENERAL
ASSESSMENT PLAN
(Updated 04/2015)**

Mission/Vision Statement

The mission of the undergraduate program in Marketing is to educate students on the role and practice of marketing within an organization.

Goals & Student Learning Outcomes

I. Understand the role and practice of marketing within an organization, including theoretical and applied aspects of the marketing discipline.

Degree Learning Outcomes:

DLO #1.1: Define and apply knowledge of the following key concepts such as the marketing concept, segmentation, targeting, positioning, branding, buyer behavior, global marketing applications, the role of the product/service planning, pricing, distribution, and IMC in the marketing process, and the importance of developing a market orientation in the organization to business situations.

DLO #1.2: Identify how marketing decisions are influenced by forces in the business environment as well as significant trends affecting marketing practices.

- **Assessment Methods:** Senior Assessment Exam (100 question multiple choice exam) administered in capstone courses (MKTG 472, 479)
- **Assessment Timing:** Spring semester every other year

II. Demonstrate proficiency in marketing research skills.

Degree Learning Outcomes:

DLO #2.1: Explain how to design and execute marketing research studies using qualitative and quantitative approaches.

DLO #2.2: Evaluate marketing research studies.

DLO #2.3: Use industry-standard marketing research statistical software such as SPSS for data analysis and interpretation of marketing research results.

- **Assessment Methods:** Individual Assignments in MKTG 470
- **Assessment Timing:** Spring semester every other year

III. Understand how marketers can design and adapt their campaigns and strategies based on the psychology of their buyers and the processes these buyers employ to learn about, select, use, and dispose of products, so that marketers can create positive social and economic returns.

Degree Learning Outcomes:

DLO #3.1: Describe the psychology of how buyers learn, feel, reason, and make decisions that are influenced by their context and processing

strategies.

DLO #3.2: Outline the processes that buyers employ to learn about, select, use, and dispose of products and describe the impact these processes have on the individual, firm, and environment.

DLO #3.3: Recommend ways in which marketers can adapt and improve their marketing campaigns and strategies to more effectively identify, reach, and communicate with their target markets.

- **Assessment Methods:** Embedded Assignment in MKT 371
- **Assessment Timing:** Every other year, Fall or Spring semester to be determined

IV. Understand how to develop, analyze, and evaluate strategic and tactical marketing plans and programs and to assess marketing performance.

Degree Learning Outcomes:

DLO #4.1: Develop and analyze marketing strategies and plans that include various elements of the marketing mix.

DLO #4.2: Evaluate and assess marketing strategies and plans that include various elements of the marketing mix.

DLO #4.3: Analyze markets and customers utilizing primary and secondary sources of information.

DLO #4.4: Analyze marketing problems and issues facing organizations and develop solutions and recommendations.

- **Assessment Methods:** Individual comprehensive case analysis in MKT 479
- **Assessment Timing:** Every other year, Fall or Spring semester to be determined

Curriculum Map (Spring 2015)

Course	1.1 Key Concepts	1.2 External Forces	2.1 Design and Execute Research	2.2 Evaluate Research	2.3 Use Statistical Software for Research	3.1 Psychology of Buyers	3.2 Decision-Making Process	3.3 Recommendations for Reaching Consumers	Marketing - 4.1 Develop and Analyze Marketing Strategies and Plans	Marketing - 4.2 Evaluate and Assess Marketing Strategies and Plans	Marketing - 4.3 Analyze markets and Customers with Primary and Secondary Data	Marketing - 4.4 Analyze Marketing Problems and Issues and Develop Solutions and Recommendations
370: Principles	Primary Focus Introduced Reinforced	Primary Focus Introduced				Primary Focus Introduced	Primary Focus Introduced	Primary Focus Introduced Reinforced	Primary Focus Introduced Reinforced	Primary Focus Introduced Reinforced	Introduced	Primary Focus Introduced
371: Consumer Behavior	Primary Focus Reinforced Reinforced	Primary Focus Reinforced Reinforced	Primary Focus Introduced Introduced	Introduced		Primary Focus Introduced Reinforced Applied in Group Applied Individually	Introduced Reinforced	Primary Focus Introduced Reinforced				
470: Research	Reinforced	Reinforced Applied in Group	Primary Focus Primary Focus Reinforced Applied in Group	Primary Focus Primary Focus Reinforced Applied in Group Applied Individually	Primary Focus Primary Focus Reinforced Applied in Group Applied Individually			Reinforced	Reinforced	Reinforced Applied in Group	Primary Focus	Primary Focus
479: Strategy	Primary Focus Reinforced	Primary Focus Reinforced Applied Individually	Reinforced	Reinforced Applied in Group		Reinforced	Reinforced	Reinforced	Primary Focus Reinforced Applied in Group	Primary Focus Reinforced Applied in Group	Reinforced Applied in Group	Reinforced Applied in Group Applied Individually

