Texas Southern University Assessment Narrative Academic Years 2007-08 thru 2009-10

JESSE H. JONES SCHOOL OF BUSINESS

Program: Bachelor of Business Administration in Marketing

The mission of the Marketing BBA degree is to provide a quality educational experience to a diverse student population who wish to pursue a career in marketing. Marketing majors develop competency skills in the functional areas of marketing, while also developing communication and managerial skills.

Goal 1

Students will demonstrate knowledge of key business concepts.

Outcome 1.1 – Students will demonstrate knowledge of accounting, business law, finance, management, information systems, and marketing.

Students will achieve a minimum mean score of 140 or higher on the ETS Major Field Test.

Findings (2008-2010)

Students did not meet the minimum mean target score of 140 for 2007-08 or 2009-10, with a score of 139 and 138, respectively. However, students met the target with a score 142 in 2008-09.

Action Plan Summary – 2008-2010

- Continued to strengthen courses, monitor test results, and implement tutoring to increase the level of performance.
- Devoted one week to reviewing key quantitative concepts in upper division marketing courses.
- Devoted two weeks to reviewing key quantitative concepts in upper division marketing courses.

Goal 2

Marketing majors will be able to understand and implement the components of a marketing communications plan.

Outcome 2.1 – Students will demonstrate mastery of the 4 Ps of marketing (product, place, price and promotion).

70% of the students will score 70% or higher on course embedded project scores for MGMT 306.

Outcome 2.2 – Students will demonstrate mastery of the components for promotions as it relates to the Integrated Marketing Communications Plan.

70% of the students will score 70% or higher for course embedded project scores for MKTG 336.

Findings (2008-2010)

Marketing majors met the minimum performance standard on MKTG306 for all three years, with students scoring 77% in 2007-08, 83% in 2008-09, and 77% in 2009-10.

Marketing majors met the minimum performance standard on MKTG306 for all three periods (85% in 2007-08, 78% in 2008-09, and 73% in 2009-10).

Action Plan Summary – 2008-2010

- Developed an in-house textbook for the BADM 230 course (Advanced Business Communication Skills).
- Restructured BADM 230 to focus on key oral, written, and visual communication topics to enable focused coverage of marketing communication topics in marketing courses.
- Continued to review the BADM 230 course and will utilize individual projects in the future.

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Student Learning Target Findings Action Plan Reference Goals **Outcomes/Objectives** 2007-08 2008-09 2008-09 Metric 2009-10 2007-08 2009-10 (if applicable) Document **ETS Major Field** Goal 1 **SLO 1.1** Students Students Students will Students Students Students Based on 2007-08 Findings R.1.1 Students will Students will **Test-Business** will achieve will achieve achieve a achieved a achieved a achieved a Continue to strengthen courses, monitor test ETS Scores demonstrate demonstrate Scores a minimum a minimum minimum mean score mean score mean score results, and implement Skillsoft electronic Marketing knowledge of knowledge of of 139 of 142 of 138 tutorials mean score mean score mean score key business accounting, business of 140 or of 140 or of 140 or **Skillsoft Tutorial** Based on 2008-09 Findings Course Listing concepts law, finance, higher higher higher management, Devote one week to reviewing key quantitative Marketing and information systems, concepts in upper division marketing courses Communication and marketing Based on 2009-10 Findings Devote two weeks to reviewing key quantitative concepts in upper division marketing courses Goal 2 Based on 2007-08 Findings SLO 2.1 Course-70% of the 70% of the 70% of the 77% of the 83% of the 77% of the R.2.1 **MKTG 306** Marketing Students will embedded students students students will students students students Develop in-house textbook for BADM 230majors will be will score will score scored 70% scored 70% demonstrate mastery **Project Scores** score 70% or scored 70% Advanced Business Communication Skills Assessment able to of the 4 Ps of (Written and 70% or 70% or higher or higher or higher or higher Data Analysis course understand and marketing (product, Oral higher higher **BADM 230** implement the place, price and Presentation) Based on 2008-09 Findings components of a promotion) **MKTG 306** Restructure BADM 230 course to focus on key course syllabi marketing with highlighted oral, written, and visual communication skills to communications enable focused coverage of marketing changes plan communication topics in marketing courses Based on 2009-10 Findings Continue to review of BADM 230 and utilize individualized projects

THECB CIP Code 52.1401.00

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	Student Learning		Target			Findings			Action Plan	Reference
Goals	Outcomes/Objectives	Metric	2007-08	2008-09	2009-10	2007-08	2008-09	2009-10	(if applicable)	Document
Goal 2	SLO 2.2	Course-	70% of the	70% of the	70% of the	85% of the	78% of the	73% of the	Based on 2007-08 Findings	R.2.2
Marketing	Students will	embedded	students	students	students will	students	students	students	Develop in-house text book for BADM 230-	MKTG 336
majors will be	demonstrate mastery	Project Scores	will score	will score	score 70% or	scored 70%	scored 70%	scored 70%	Advanced Business Communication Skills	Assessment
able to	of the components for	(Written and	70% or	70% or	higher	or higher	or higher	or higher	course	Data Analysis
understand and	promotions as it	Oral	higher	higher						
implement the	relates to the	Presentation)							Based on 2008-09 Findings	BADM 230
components of a	Integrated Marketing	MKTG 336							Restructure BADM 230 course to focus on key	course syllabi
marketing	Communications Plan								oral, written, and visual communication skills to	with highlighted
communications									enable focused coverage of marketing	changes
plan									communication topics in marketing courses	
1									Based on 2009-10 Findings	
									Continue to review BADM 230 and utilize	
									individualized projects	

*The minimum mean score of 140 exceeds that of comparable institutions