

JAN 31 2005

**Department of Marketing
College of Business
Assessment of Student Learning Plan
Kansas State University**

- Check the box if your program's student learning outcomes have been modified since November 2003. If so, please email (apr@ksu.edu) or attach a hard copy to this document.

A. College, Department, and Date

College: College of Business
Department: Marketing
Date: September 25, 2004

B. Contact Person(s) for the Assessment Plans

Dr. David Andrus, Professor and Department Head

C. Degree Program

B.S. in Business Administration

D. Assessment of Student Learning Three-Year Plan

1. Student Learning Outcome(s)

Of the 25 student learning outcomes developed by our department, we will focus on the following four learning outcomes in our three-year assessment plan. The four learning outcomes are stated in terms of the content to be learned by the student. The level of competency to be achieved (familiarity, understanding, or application) will vary based upon the course/point in time that the SLO is measured. These levels are documented in other departmental documents.

1. Consumer need identification
2. Promotion strategies/approaches
3. Segmentation, targeting, and positioning concepts
4. Global economic, legal, financial, and cultural perspectives

Rationale for selecting these learning outcomes:

These four were selected because they represent core aspects of marketing knowledge and they are extensively covered in most marketing courses.

Relationship to K-State Student Learning Outcomes (insert the program SLOs and check all that apply):

Program SLOs	University-wide SLOs (Undergraduate Programs)					Program SLO is conceptually different from university SLOs
	Knowledge	Critical Thinking	Communication	Diversity	Academic / Professional Integrity	
1. Consumer need identification	X	X		X		
2. Promotion strategies/ approaches	X	X				
3. Segmentation, targeting, and positioning concepts	X	X				
4. Global economic, legal, financial, and cultural perspectives	X	X		X	X	

2. How will the learning outcomes be assessed? What groups will be included in the assessment?

Learning Outcomes	Measures		Who will be assessed?
	Direct	Indirect	
1. Consumer need identification 2. Promotion strategies/approaches 3. Segmentation, targeting, and positioning concepts 4. Global economic, legal, financial, and cultural perspectives on business and marketing	Each of the four learning outcomes will be assessed using items from written exams in the following marketing courses: MKTG 400, 450, 544, 642, and 690.		All students enrolled in MKTG 400, 450, 544, 642, and 690.
		Each of the four learning outcomes will be assessed in a senior exit survey where students will be asked to rate their knowledge and understanding in these topic areas.	Graduating seniors.

3. When will these outcomes be assessed? When and in what format will the results of the assessment be discussed?

Learning Outcomes	Timetable for Assessment Learning Outcomes			Baseline created?
	2005	2006	2007	
Direct measure				
1. Consumer need identification 2. Promotion strategies/approaches 3. Segmentation, targeting, and positioning concepts 4. Global economic, legal, financial, and cultural perspectives on business and marketing	Creation of the measures used in each class exam (5 class exams in total) assessing the four SLOs.	Assess SLOs using items created in 2005 during the spring semester using written exams in: MKTG 400 MKTG 450 MKTG 544 MKTG 642 MKTG 690	Assess SLOs using items created in 2005 during the spring semester using written exams in: MKTG 400 MKTG 450 MKTG 544 MKTG 642 MKTG 690	A Baseline is established for each examination by averaging the 2006 and 2007 exam results.
Indirect measure				
1. Consumer need identification 2. Promotion strategies/approaches 3. Segmentation, targeting, and positioning concepts 4. Global economic, legal, financial, and cultural perspectives on business and marketing	Creation of the measures used in the senior exit survey for assessing the four SLOs.	Conduct senior exit survey in spring semester.	Conduct senior exit survey in spring semester.	Baseline is established by averaging the 2006 and 2007 exit survey results.

4. What is the unit's process for using assessment results to improve student learning?

Learning Outcomes	Improvement Plan
<p>1.Consumer need identification</p> <p>2.Promotion strategies/approaches</p> <p>3.Segmentation, targeting, and positioning concepts</p> <p>4.Global economic, legal, financial, and cultural perspectives on business and marketing</p>	<p>Faculty will meet each fall semester to discuss the results of the assessment. The baseline level for each SLO will be evaluated to determine if it is set at an appropriate level. Following the baseline creation in year 3, future year assessments will be compared to the baseline and prior year data to understand trends and monitor improvement and stability in student performance. At this meeting, the faculty will also review the assessment measures to ensure that they are an accurate assessment of student knowledge for each SLO. In addition, each SLO will be reviewed and modified or deleted as necessary.</p> <p>Because data is collected at the course level, we anticipate that areas of improvement in specific courses can be suggested depending upon the results of the assessment.</p>