Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Core marketing fundamentals
Students will possess core marketing fundamentals as identified in the MKT 3501 learning objectives (see 3501 syllabi).

Related Measures
M 1: AoL assessment
Performance on AoL assessment questions.
Source of Evidence: Academic direct measure of learning - other
Connected Document
Close the Loop Plan - MKT 3501
Target:
At least 80% of MKT 3501 students will achieve a passing grade on marketing-related AoL assessment questions.
Connected Document
Close the Loop Plan - MKT 3501

SLO 2: High quality training
Undergraduate marketing majors will acquire high quality training in marketing that prepares them for their careers.

Related Measures
M 2: Marketing plan projects and exam performance
Assess the core marketing skills within the context of MKT 4580 (Marketing Management) and MKT 4590 (Marketing Strategies) by scoring marketing plan projects and a random sample of short answer/essay questions.
Source of Evidence: Academic direct measure of learning - other
Connected Documents
Fall 2014 MKT 4580 Detailed Grades w/ Rubric
MKT 4580 Fall 2014 Course Grades
MKT 4590 Fall 2014 Course Grades
Written Report Evaluation Rubric
Target:
90% of marketing seniors will achieve competency in core marketing skills as judged by marketing faculty. This target as it relates to MKT 4580 and its marketing plan was updated during the course of the Fall semester as follows: Student teams will demonstrate at least 80% competency in 4 out of 5 marketing planning areas as judged by the marketing faculty. Above target remains the same for MKT 4590 where the objective was assessed through examination.
Connected Documents
MKT 4580 Fall 2014 Course Grades
MKT 4590 Fall 2014 Course Grades
Written Report Evaluation Rubric

SLO 3: Communicate marketing knowledge in oral form
Undergraduate marketing majors will be able to successfully communicate marketing knowledge in oral form.

Related Measures
M 3: Marketing plan presentation
Assess marketing plan presentation in MKT 4580
Source of Evidence: Presentation, either individual or group
Connected Documents
Fall 2014 MKT 4580 Detailed Grades w/ Rubric
MKT 4580 Fall 2014 Course Grades
MKT 4580 Oral Presentation Rubric
Target:
90% of marketing seniors will achieve competency in oral communication as judged by marketing faculty. This target has been further enhanced during the course of the Fall semester as follows: 90% of marketing seniors will achieve competency in style and content as judged by the marketing faculty.
Connected Documents
Fall 2014 MKT 4580 Detailed Grades w/ Rubric
MKT 4580 Fall 2014 Course Grades
MKT 4580 Oral Presentation Rubric

SLO 4: Communicate marketing knowledge in written form
Undergraduate marketing majors will be able to successfully communicate marketing knowledge in written form.

Related Measures
M 4: Mini Case and Exam Performance
Assess individual a random sample of short answer/essay questions embedded in mini-cases and exams in MKT 4590.

Source of Evidence: Academic direct measure of learning - other

Connected Document
MKT 4590 Fall 2014 Course Grades

Target:
90% of marketing seniors will achieve competency in written communication as judged by marketing faculty.

Connected Document
MKT 4590 Fall 2014 Course Grades