

Marketing: Assessment Results 2014-15

Marketing (MKT) Learning Goals

MKTLG1: Concepts from core marketing topics, including buyer behavior, market research, product management, and promotions management.

MKTLG2: Communicate buyer behavior, concepts to a realistic consumer product situation.

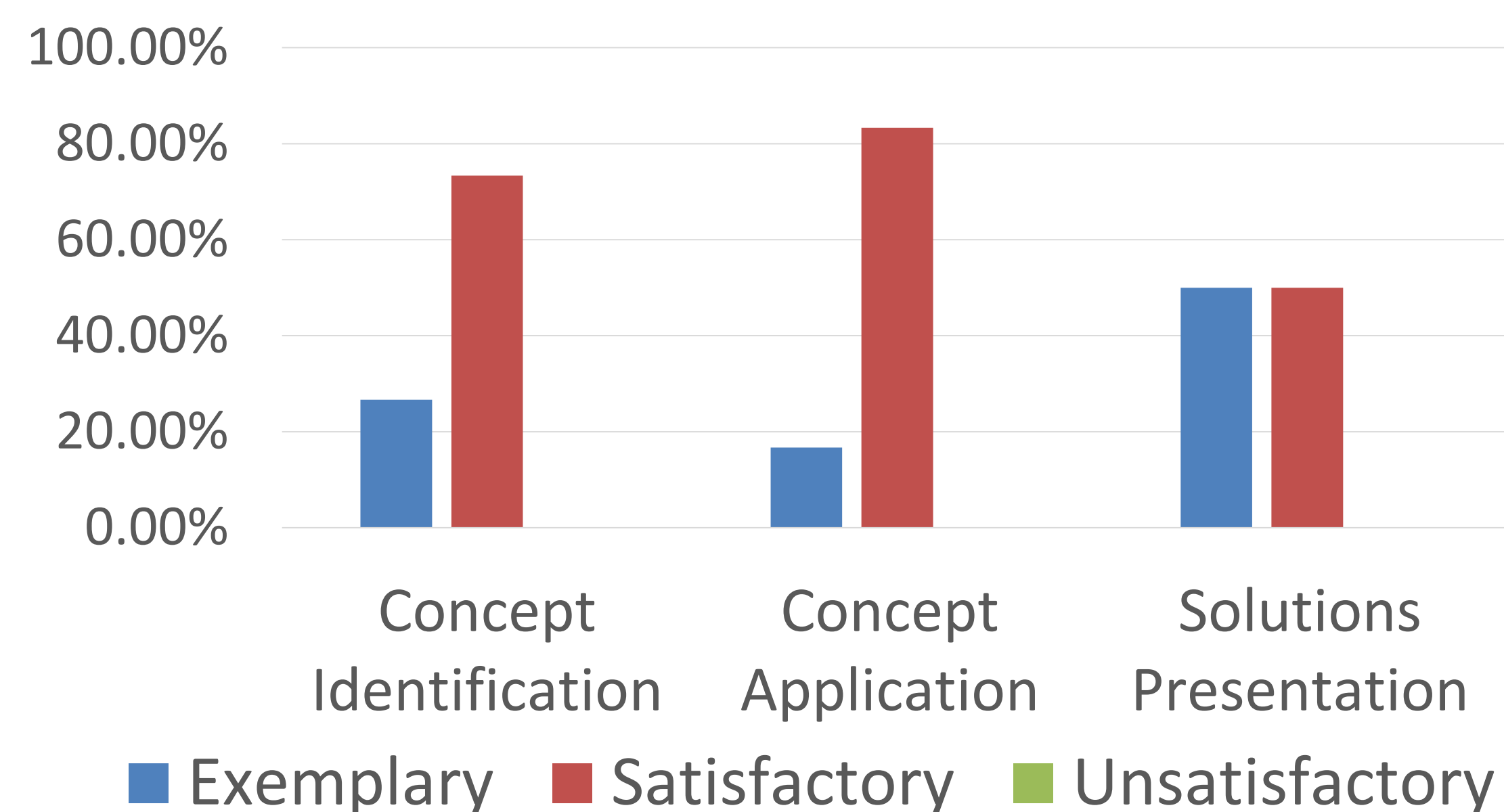
MKTLG3: Promotions management concepts, prepare and present promotion plans to industry expectations, applying concepts to realistic client situations.

MKTLG4: Develop and execute a market research project to industry expectations in a community-based learning environment.

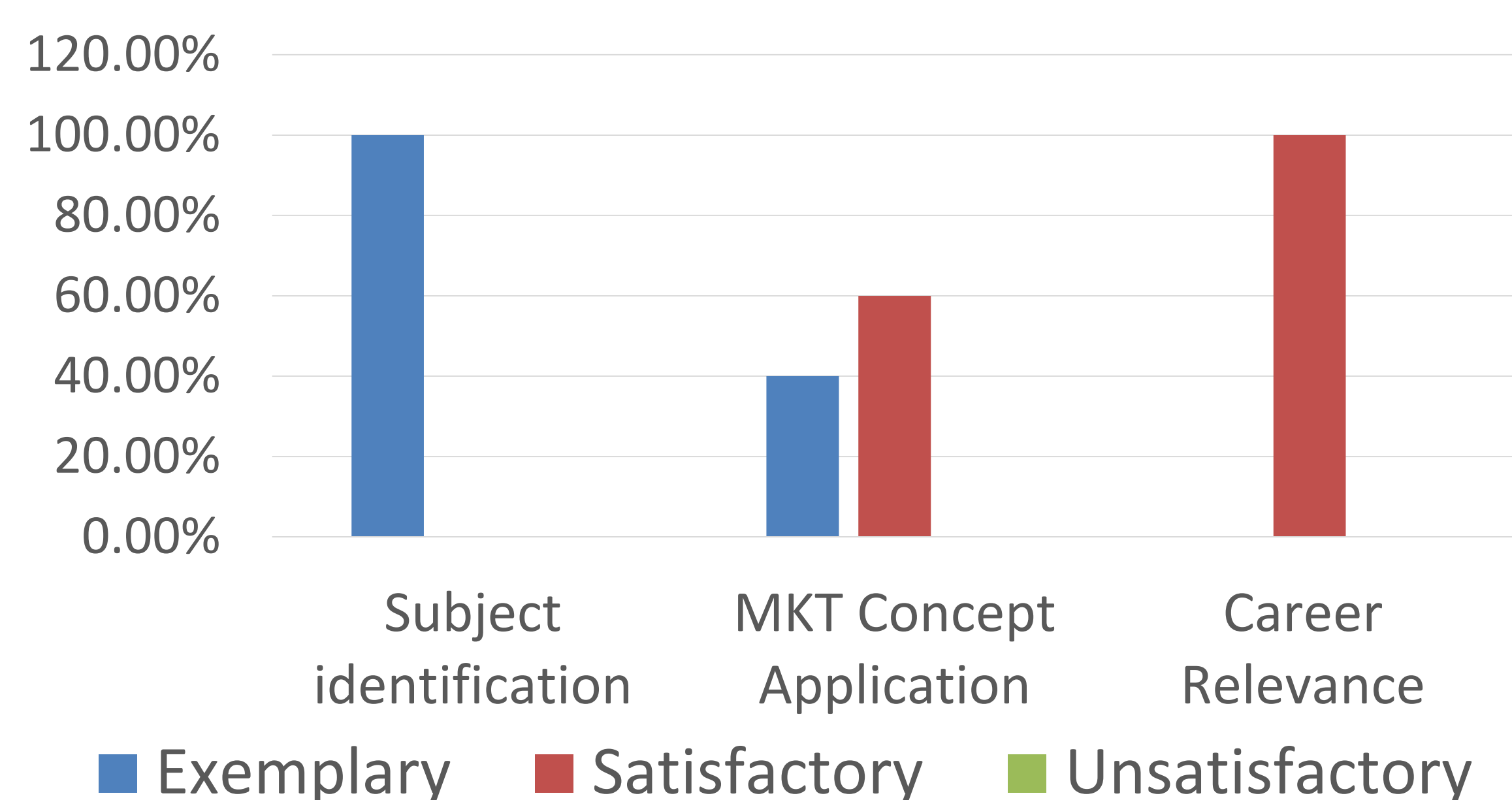
MKTLG5: Product management concepts and manage portfolio of business products in a realistic competitive situation.

MKTLG6: Prepare and present a Senior Marketing Thesis that will apply advanced marketing concepts to and will develop practical integrative solutions for realistic product/market situations

RESULTS FOR MKTLG3 (SPRING 2015)



RESULTS FOR MKTLG6 (SPRING 2015)



Accounting: Assessment Results 2014-15

Accounting (ACCT) Learning Goals

ACCTLG1: Corporate financial statements and analyze corporate annual reports.

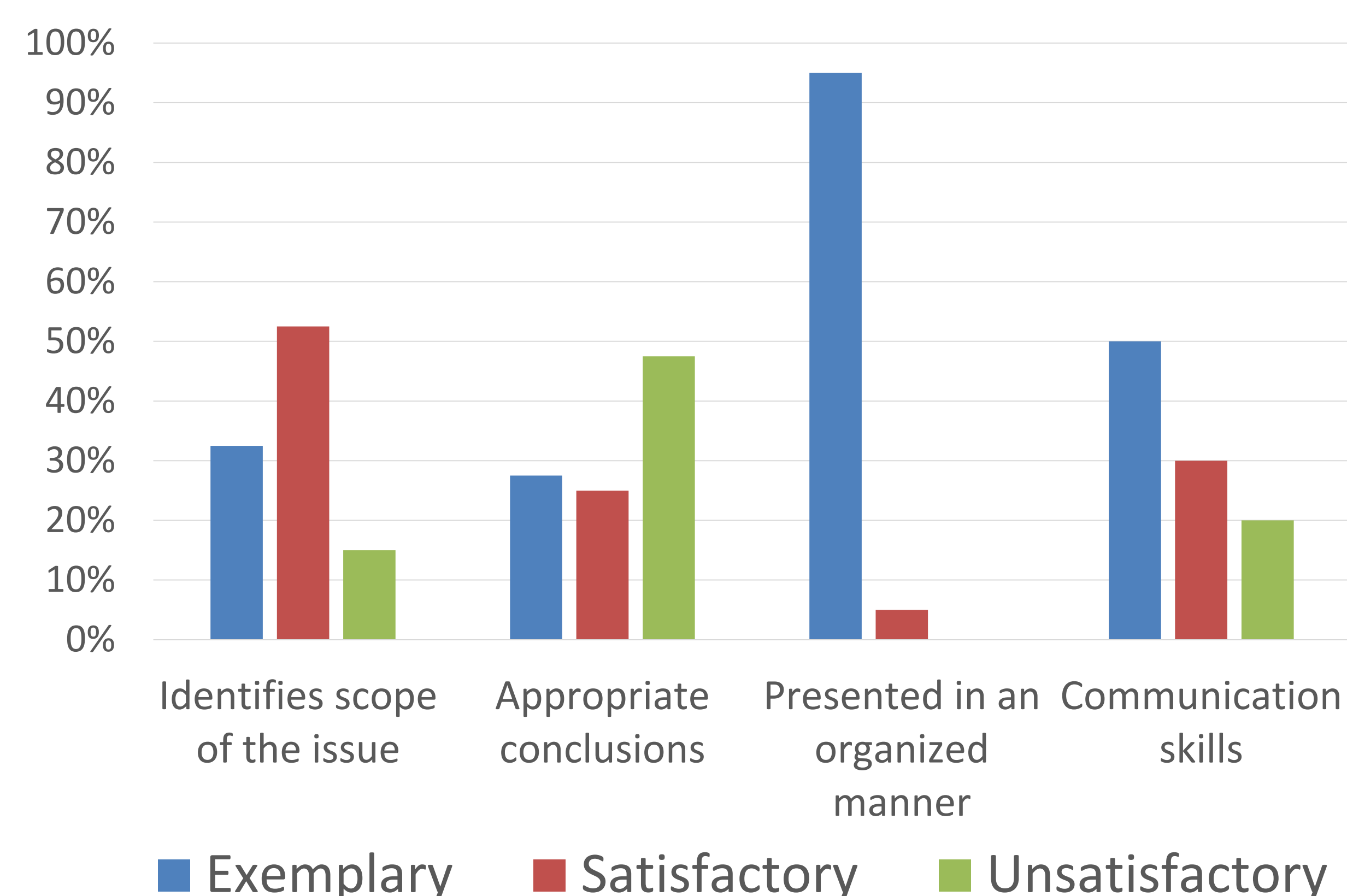
ACCTLG2: Cost concepts to support management decision making.

ACCTLG3: Students will demonstrate an understanding of the audit process and audit reports including internal auditing, governmental auditing, and operational auditing.

ACCTLG4: Federal income taxation concepts and principles, and will develop the ability to prepare and consult on tax returns for individuals, "C" corporations, "S" corporations, partnerships, and estates and trust.

ACCTLG5: Common Law, Uniform Commercial Codes, the law of contracts, torts, bankruptcy, as well as other areas of law. Professional and ethical guidelines will also be addressed using real life case studies.

RESULTS FOR ACCTLG3 (SPRING 2015)



Observations

Marketing Major

MKTLG3: All students were able to grasp and apply marketing promotion concepts, and their understanding of applications developed with 100% proficiency. (There were not unsatisfactory results for student performance in this learning goal). Student teams demonstrated proficiency in developing promotion plans for external community clients.

MKTLG6: All students were assessed as proficient in all three dimensions of this learning goal. The students prepared a senior marketing thesis and were proficient at identifying the product/market topic, applying appropriate marketing concepts, and presenting to the selected expert audience.

Accounting Major

ACCTLG3: Students performance in three of the four learning goal dimensions demonstrated significant proficiency ranging from 80% to 100%. Although a fourth dimension regarding the student development of appropriate conclusions had a proficiency rate of 52%, continuous improvement is required the 48% unsatisfactory level for this dimension.

Changes/Action Items

- (1) Accounting and Marketing are the newest majors in the Department of Business. Thus, the rubrics are at the beginning stage, and instructors in these disciplines are continuing to refine the evolving rubrics.
- (2) Accounting assessments are at a preliminary stage of development. Appropriate complexity, topic coverage, and timing of the accounting assessments are being explored.
- (3) While both marketing assessments exhibited 100% proficiency, it is projected that reducing class size will allow for more optimum team size and time for client presentations and MKTLG3. Similarly, reduced class size for assessment of MKTLG6 will allow more in depth senior thesis presentations to external audiences.