

Management Information Systems Program **Assurance of Learning (AoL) Summary: 2015-2020**

Between 2015 and 2020, the assurance of learning activities in the undergraduate Marketing program led to a few revisions in the marketing program. In the past five years, MKT major grew in enrollments and the sales program won a number of awards at national sales competitions. Recognizing the need for growth, we recruited an additional marketing faculty member in fall 2019. Faculty are now making plans to offer a fully online marketing program (effective fall 2021) and to introduce multiple concentrations in the major, especially business sales and marketing communications major. Further, a new certificate in digital marketing is being planned. These changes will become effective in the next few years. In the following paragraphs, we highlight the assurance of learning work done for each marketing program PLLG.

PLLG1 – Understand and Apply Core MKT Concepts: In the past five years, this learning goal has been assessed once. Based on the assessment results, the following changes were implemented to the curriculum: Segmentation exercise was included; More emphasis is placed on the concept of SMART objectives in the lectures; Curriculum revised to include a graded item for integration of concepts with examples.

PLLG2 – Apply Buyer Behavior Concepts: Students did well in the learning goal with 0% in unsatisfactory category. Because of the higher demand, faculty started offering two sections of buyer behavior required course each year. An online version of the course has been developed and offered.

PLLG3 – Prepare Promotions Plan: This learning goal has been assessed through a CBL project and tests. Students performed very well on individual multi-question essay tests. Students responded well to feedback and further instruction to improve. In 2015-16, a presentation component on the promotions plan and client deliverables was added to the curriculum. Due to the specific nature of CBL projects, evaluation instrument was modified so that students can focus on specific aspects of a promotional plan rather than a ‘comprehensive’ plan. As part of this learning goal, presentation skills of marketing and other majors were strengthened.

PLLG4 – Execute Research Strategies: This learning goal has been assessed three times in the past five years. Student performance was initially unsatisfactory, especially in terms of completing and delivering research results to CBL clients. In 2017-18, structured project management tools and specific techniques to ensure client/student engagement were implemented. This improved student performance in this learning goal steadily and, by fall 2018, 75% of the client projects met the project standards.

PLLG5 – Manage Products in Competitive Situation: For this goal, the curriculum placed a significant simulation and new product development emphasis as well as individual product management. It is observed that students need to improve on quantitative of managerial accounting skills. As a result, faculty introduced an introductory exercise to emphasize managerial accounting concepts applied to product management and marketing situations. This CapStone® business simulation will be further emphasized for students to improve quantitative skills.

PLLG6 – Prepare and Present Senior Marketing Thesis: This goal was assessed at the senior level. Seniors seem to do better with broad general directions and wide latitude in thesis topics to be proposed and approved. It worked well to have seniors select their own products and target markets, so as to focus on a MKT subject in which they are most interested personally. In future, emphasis needs to be placed on students they will personally apply lessons in their future professional lives. Faculty plan to include a requirement for audiences to ask questions on the thesis presentations and for students to evaluate peer presentations.