

Marketing Major Assessment Plan
Organizational Department
College of Business

A. College of Business Assurance of Learning Goals and Objectives

1. Students will be knowledgeable about current business practices and concepts.
2. Students will be able to make prudent business decisions by employing analytical and critical thinking.
3. Students will be effective communicators.
4. Students will be competent in applying relevant technology to business problems.
5. Students will be competent in ethical decision making.
6. Students will be able to function effectively in professional settings.
7. Students will be cognizant of the complexities of operating a global business environment.

B. Specific Marketing Program Learning Goals and Objectives

1. Integration of marketing concepts with company strategy and other business functions.
2. Knowledge/understanding of price, product, place and promotion.
3. Analysis and integration of price, product, place and promotion.

The marketing learning goals appear in the marketing curriculum as shown in the following table.

Learning Goals	1	2	3
Mktg 332—Buyer Behavior			X
Mktg 333—Product and Pricing	X	X	X
Mktg 334—Promotion		X	X
Mktg 338—Research			X

Mktg 353—Channels of Distribution		X	
Mktg 448—Marketing Strategy	X		X

Measurement of learning goals will occur in Mktg 448 with the ETS company's Major Field Test or a similar test and the use of Capsim Simulation or a similar simulation.

II. The fall 08 schedule was discussed and suggestions made including: the possible reduction of the number of sections of Mktg 361 from 5 sections to 4, the need for at least two elective classes for marketing majors and changing Dr. Redmond from teaching Mktg 338 to MBA 624.