

SACS Undergraduate Major Assessment (FCBE)

Degree/Major: **BBA - Marketing (MKTG)**

		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Learning Outcome 1:	Identify and interpret the marketing environment and then formulate an effective process for the development of a marketing plan.	The environmental analysis does not address several of the potential dimensions of opportunity/threat in the marketing environment. The analysis of the included dimensions is very limited in its interpretation.	The environmental analysis addresses all feasible dimensions of opportunity/threat in the marketing environment. However, the analysis is limited in its interpretation.	The environmental analysis covers all feasible dimensions of opportunity/threat in the marketing environment. The interpretation of these dimensions is well done.	Marketing Plan Report, Class Presentation	MKTG-4901
Learning Outcome 2:	Analyze and formulate the appropriate elements needed to develop a clear and concise marketing plan.	Some of the strategic dimensions of the Marketing Plan are missing or given limited consideration.	All the strategic dimensions of the Marketing Plan are included. Some dimensions are not given sufficient consideration.	All the strategic dimensions of the Marketing Plan are included. All dimensions are considered thoroughly.	Marketing Plan Report, Class Presentation	MKTG-4901
Learning Outcome 3:	Integrate the needed strategic components and develop recommendations for an effective marketing plan. Communicate the details of the marketing plan in an effective and concise manner.	The executive summary is too limited (less than 1 page) or too logn. The marketing plan report omits needed discussion of strategic dimensions and/or the tactics needed to fully develop the stratetic plan. The presentation is limited in its effectiveness.	The executive summary is descriptive. The Marketing Plan covers the needed strategic dimensions; but does not provide needed details about the tactics needed to fully develop the strategy. The presentation is adequate in its effectiveness.	The executive summary and marketing plan contain all the needed information necessary to fully describe the recommended strategy and supports the strategy with the appropriate tactics. The presentation is effective and concise.	Marketing Plan Report, Class Presentation	MKTG-4901