

Program: **MKTG Major** (Fogelman College of Business & Economics) - Spring 2019

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## Executive Summary

### *2018-2019*

Summary: For the MKTG Major (Marketing), five (5) learning outcomes were assessed using the college-wide Fogelman Skills Test (FST) assessment instrument. The FST assessment instrument consists of 35 multiple choice questions that includes 26 questions covering a cross-section of core business areas and 9 questions covering upper division questions specific to the study of MKTG. For MKTG majors, there were four (4) core MKTG learning outcomes and one (1) upper-division learning outcome: CORE.MKTG.LO1 (Consumer Behavior), CORE.MKTG.LO2 (Segmentation, targeting & Positioning), CORE.MKTG.LO3 (Development of Marketing Activities), CORE.MKTG.LO4 (Corporate Marketing Responsibilities), MAJOR.MKTG.LO1 (Customer Relationships, Consumer Demand, Advertising & Promotion, Market Segmentation). Questions from each LO were randomly selected from a larger question library as a means of strengthening the reliability of the outcomes measured. A benchmark of 60% correct answers within each learning outcome (LO) was set by the MKTG department. Thus, for any LO with a collective score of <60%, corrective efforts were established and implemented.

Results: A total of 21 MKTG graduating seniors were assessed in the Spring of 2019 with two LOs not meeting the 60% correct benchmark: CORE.MKTG.LO2 (Segmentation, Targeting & Positioning, Fair = 55%), CORE.MKTG.LO4 (Ethics, Fair = 25%).

Improvements taken: For CORE.MKGT.LO2 [SCORE=55%], the students fell short on questions related to Segmentation, Targeting and Positioning; so the department has intensified its coverage of Segmentation, Targeting and Positioning in the Advertising & Sales Promotion course, the Marketing Research course, and the Marketing Strategy course. For CORE.MKTG.LO4 [SCORE=25%], the students fell short on concepts related to corporate marketing responsibilities (ethics); so the Department of Marketing & Supply Chain Management now requires ALL Marketing Management majors to write an original term paper containing detailed analyses of unethical marketing practices, their impacts on affected groups, and suggested corrective actions.

OUTCOMES	MEANS OF ASSESSMENT & BENCHMARKS/TASKS	RESULTS	ACTION TAKEN & FOLLOW-UP
<p><b>CORE.MKTG.LO1:</b> Understand/apply concepts related to consumer behavior.</p> <p><b>Outcome Status:</b> Active</p>	<p><b>Course Embedded Assessments –</b> In Spring 2019, MKTG students were assessed in either MGMT-4710 or MIS-4310 using the FST (Fogelman Skills Test) assessment instrument with included questions assessing knowledge in both core and advanced areas of their business studies.</p> <p><b>Benchmark (and how determined):</b> The department’s goal is that students will answer a minimum of 60% of the questions correctly within a given learning outcome.</p>	<p><b>Reporting Cycle:</b> 2018 - 2019 <b>Result Type:</b> Criterion Met A review of results from the assessment process showed that MKTG students answered 89% of the CORE.MKTG.LO1 questions correctly. Thus, our goal was met for this learning outcome.</p>	<p><b>Action Taken:</b> The 89% accuracy in answering CORE.MKTG.LO1 met the program’s designated benchmark (60% correct) and, thus, no changes were merited.</p>
<p><b>CORE.MKTG.LO2:</b> Understand/apply concepts related to segmentation, targeting &amp; positioning.</p> <p><b>Outcome Status:</b> Active</p>	<p><b>Course Embedded Assessments –</b> In Spring 2019, MKTG students were assessed in either MGMT-4710 or MIS-4310 using the FST (Fogelman Skills Test) assessment instrument with included questions assessing knowledge in both core and advanced areas of their business studies.</p> <p><b>Benchmark (and how determined):</b> The department’s goal is that students will answer a minimum of 60% of the questions correctly within a given learning outcome.</p>	<p><b>Reporting Cycle:</b> 2018 - 2019 <b>Result Type:</b> Criterion Not Met A review of results from the assessment process showed that MKTG students only answered 55% of the CORE.MKTG.LO2 questions correctly. Thus, our goal was not met for this learning outcome.</p>	<p><b>Action Taken:</b> The 55% accuracy in answering CORE.MKTG.LO2 (segmentation, targeting &amp; positioning) questions fell below the benchmark of 60% set by the department. To address this deficiency department has intensified its coverage of Segmentation, Targeting and Positioning in the Advertising &amp; Sales Promotion course, the Marketing Research course, and the Marketing Strategy course.</p>

<p><b>CORE.MKTG.LO3:</b> Understand/apply concepts related to the development of marketing activities.</p> <p><b>Outcome Status:</b> Active</p>	<p><b>Course Embedded Assessments –</b> In Spring 2019, MKTG students were assessed in either MGMT-4710 or MIS-4310 using the FST (Fogelman Skills Test) assessment instrument with included questions assessing knowledge in both core and advanced areas of their business studies.</p> <p><b>Benchmark (and how determined):</b> The department’s goal is that students will answer a minimum of 60% of the questions correctly within a given learning outcome.</p>	<p><b>Reporting Cycle:</b> 2018 - 2019 <b>Result Type:</b> Criterion Met A review of results from the assessment process showed that MKTG students answered 90% of the CORE.MKTG.LO3 questions correctly. Thus, our goal was met for this learning outcome.</p>	<p><b>Action Taken:</b> The 90% accuracy in answering CORE.MKTG.LO3 met the program’s designated benchmark (60% correct) and, thus, no changes were merited.</p>
<p><b>CORE.MKTG.LO4:</b> Understand/apply concepts related to corporate marketing responsibilities (ethics).</p> <p><b>Outcome Status:</b> Active</p>	<p><b>Course Embedded Assessments -</b> MKTG students were assessed in either MGMT-4710 or MIS-4310 using the FST (Fogelman Skills Test) assessment instrument with included questions assessing knowledge in both core and advanced areas of their business studies.</p> <p><b>Benchmark (and how determined):</b> The department’s goal is that students will answer a minimum of 60% of the questions correctly within a given learning outcome.</p>	<p><b>Reporting Cycle:</b> 2018 - 2019 <b>Result Type:</b> Criterion Not Met A review of results from the assessment process showed that MKTG students only answered 25% of the CORE.MKTG.LO4 questions correctly. Thus, our goal was not met for this learning outcome.</p>	<p><b>Action Taken:</b> The 25% accuracy in answering CORE.MKTG.LO4 (corporate marketing responsibilities questions fell below the benchmark of 60% set by the department. To address this deficiency, the Department of Marketing &amp; Supply Chain Management now requires ALL Marketing Management majors to write an original term paper containing detailed analyses of unethical marketing practices, their impacts on affected groups, and suggested corrective actions.</p>

<p><b>MAJOR.MKTG.LO1:</b> Understand/apply advanced concepts related to customer relationships, consumer demand, advertising &amp; promotion, marketing segmentation, and branding.</p> <p><b>Outcome Status:</b> Active</p>	<p><b>Course Embedded Assessments -</b> MKTG students were assessed in either MGMT-4710 or MIS-4310 using the FST (Fogelman Skills Test) assessment instrument with included questions assessing knowledge in both core and advanced areas of their business studies.</p> <p><b>Benchmark (and how determined):</b> The department's goal is that students will answer a minimum of 60% of the questions correctly within a given learning outcome.</p>	<p><b>Reporting Cycle:</b> 2018 - 2019 <b>Result Type:</b> Criterion Met A review of results from the assessment process showed that MKTG students answered 70% of the MAJOR.MKTG.LO1 questions correctly. Thus, our goal was met for this learning outcome.</p>	<p><b>Action Taken:</b> The 70% accuracy in answering MAJOR.MKTG.LO1 met the program's designated benchmark (60% correct) and, thus, no changes were merited.</p>
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