**Marketing Major**

**Academic Assessment Plan**

**Revised October 25, 2010**

**1. Citation of appropriate goals from Oakland University’s Role and Mission:**

a. "Oakland University provides rigorous educational programs ……..prepare students for post-baccalaureate education, professional schools, or careers directly after graduation."

b. "Each program provides a variety of courses and curricular experiences to ensure an enriched life along with superior career preparation or enhancement."

c. "Wherever possible, students are involved in research projects, and the results of the research and scholarship are integrated into related courses of instruction."

**2. Translation of the University goals into the general goals of the Marketing program:**

a. The Marketing Major enables students to acquire a general understanding of marketing principles and concepts that are applicable in entry level marketing-related positions in the business world, as well as preparing the students for the rigor expected of business students who go on to post-baccalaureate education.

b. Marketing Major graduates will be able to effectively communicate in both written and oral presentation form.

c. Through the use of case studies, projects that require interaction with individuals in the business world, and guest speakers, students will be exposed to the research methodologies and scholarship that will enhance their learning opportunities and breadth and depth of marketing-related and general business knowledge.

**3. Operationalization of Marketing Major goals into objectives for student learning:**

a. Students will have knowledge of and be able to correctly apply basic fundamental marketing principles, including segmentation, targeting and positioning, buyer behavior, conducting basic market research, conduct a situational analysis, and create a marketing plan, such that they will be able to actively take part in such activities in a marketing-related entry level position.

b. Students will be able to effectively communicate in written and oral presentation form.

**4. Description of the methods by which progress toward operationalized unit goals will be measured.**

The Marketing Major will use a comprehensive marketing business case assessment as a direct measure to assess the marketing knowledge that students have acquired. The case will assess their knowledge of the relevant marketing principles and concepts, as well as their ability to apply this knowledge. Because the Marketing program does not have a capstone course, the business case assessment will be administered during the academic year in several marketing courses Marketing Majors would be taking to ensure adequate coverage of the assessment.

The Marketing Major written communication skills and oral presentation skills will be assessed in several different Marketing courses were these skills are part of the course pedagogy.

**5. List the individuals who have primary responsibility for administering assessment activities.**

While all Marketing faculty are responsible for administering the assessment activities that are applicable to the courses they teach, Professor Ravi Parameswaran, Chair of the Department of Management and Marketing, and John Henke, Professor of Marketing, will lead and coordinate the assessment activities.

**6. Describe the procedures used in your academic unit for translating assessment results into program changes.**

The results of the assessment activities and a list of recommendations will be presented to the Marketing faculty, who will decide what changes are needed to made to improve the learning opportunities for the Marketing Majors. Once the changes are agreed to, each faculty member will be responsible for incorporating the changes into their respective courses. If appropriate, propose changes to the Marketing Major will be made to the Undergraduate Curriculum Committee and the SBA Assembly as necessary for approval.

**Marketing Assessment Plan Template**

**Revised October 25, 2010**

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| **Goal Cited** | **Relevant Goal of Unit** | **Student Learning Outcomes** | **Methods of Assessment** | **Individual(s) Responsible for Assessment Activities** | **Procedures for Using Assessment Results to Improve Program** |
| a. "Oakland University provides rigorous educational programs ……..prepare students for post-baccalaureate education, professional schools, or careers directly after graduation."  b. "Each program provides a variety of courses and curricular experiences to ensure an enriched life along with superior career preparation or enhancement."  c. "Wherever possible, students are involved in research projects, and the results of the research and scholarship are integrated into related courses of instruction." | a. The Marketing Major enables students to acquire a general understanding of marketing principles and concepts that are applicable in entry level marketing-related positions in the business world, as well as preparing the students for the rigor expected of business students who go on to post-baccalaureate education.  b. Marketing Major graduates will be able to effectively communicate in both written and oral presentation form.  c. Through the use of case studies, projects that require interaction with individuals in the business world, and guest speakers, students will be exposed to the research methodologies and scholarship that will enhance their learning opportunities and breadth and depth of marketing-related and general business knowledge. | a. Students will have knowledge of and be able to correctly apply basic fundamental marketing principles, including segmentation, targeting and positioning, buyer behavior, conducting basic market research, conduct a situational analysis, and create a marketing plan, such that they will be able to actively take part in such activities in a marketing-related entry level position.  b. Students will be able to effectively communicate in written and oral presentation form. | The Marketing Major will use a comprehensive marketing business case assessment as a direct measure to assess the marketing knowledge that students have acquired. The case will assess their knowledge of the relevant marketing principles and concepts, as well as their ability to apply this knowledge. Because the Marketing program does not have a capstone course, the business case assessment will be administered during the academic year in several marketing courses Marketing Majors would be taking to ensure adequate coverage of the assessment.  The Marketing Major written communication skills and oral presentation skills will be assessed in several different Marketing courses were these skills are part of the course pedagogy. | While all Marketing faculty are responsible for administering the assessment activities that are applicable to the courses they teach, Professor Ravi Parameswaran, Chair of the Department of Management and Marketing, and John Henke, Professor of Marketing, will lead and coordinate the assessment activities. | The results of the assessment activities and a list of recommendations will be presented to the Marketing faculty, who will decide what changes are needed to made to improve the learning opportunities for the Marketing Majors. Once the changes are agreed to, each faculty member will be responsible for incorporating the changes into their respective courses. If appropriate, pro-pose changes to the Marketing Major will be made to the Undergraduate Curriculum Committee and the SBA Assembly as necessary for approval. |