Majors: Marketing

University of Minnesota Crookston: Assessment of Student Learning

Assessment Methods & Procedures

Data Collection

Reporting Timeline

Assessment of Student Learning

Last Updated May 5, 2017

Planned Improvements Based on Results

Assessment Type

The Assessment of Outcomes

Enrollment Objective

Demonstrated critical leadership and effective teamwork through web-based activities and in class exercises.

Outcome 2.1 - Adapt the marketing mix to fit an international marketing situation

The average score on the written communication portion of the IMC plan was 93.5% for all sections. The range of scores was 92% for on-campus students and 20% for online students that submitted the assignment. The average scores for all sections were 75%; this needs improvement. I will work to provide videos or better instructions for the digital marketing simulation in section E91 was 91% with 92% of students receiving a score of "C" or better on the project.

Outcome 1.2 - Developed advanced analytical skills and communication skills

Planned Improvements Based on Results

The majority of students seem to demonstrate a good understanding of segmentation and market positioning. The average score for the project was 87.1% with 92% of students receiving a score of "C" or better on the project.

The Learning Objective is indirect, formative, and internal.

Data Collection

The average group evaluation score for the on-campus sections of MKTG 3250 was 1.5 on a scale of 1-5, with 1 being excellent and 5 being very poor. There was not a collaboration project for the online section due to an overwhelming number of students requesting to work alone due to family and work schedules. Some of the rescheduling of games was out of the student's control, but this simulation did not affect the final grade.

I am also considering other ways to assist students to develop a more personalized understanding of case analysis.

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Program Learning Outcome 8. 

Demonstrated how branding, advertising, promotions, and sales are integrated to develop an effective marketing program.

<table>
<thead>
<tr>
<th>Objective</th>
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<th>Data Collection</th>
<th>Student Success</th>
<th>Learning Objective</th>
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<tbody>
<tr>
<td>8.1 - Demonstrate the ability to develop branding guidelines and logos</td>
<td>80% of students achieved a “C” or better on the submission of both parts of the branding project</td>
<td>Tri-Annual</td>
<td>2021</td>
<td>Learning objective is indirect, formative, and internal.</td>
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<tr>
<td>8.2 - Determine the appropriate advertising and promotion recommendations to be used to effectively promote products and services to the identified target market(s).</td>
<td>80% of students receive a satisfactory (“C”) score on the advertising, promotion, and target market sections of the integrated marketing plan (MKTG 3250)</td>
<td>Tri-Annual</td>
<td>2022</td>
<td>The average score on the advertising and promotion section of the IMC plan was 31 out of 35 or 88.5%. Students seem to do well on this section of the marketing plan.</td>
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<td>8.3 - Understand when personal selling is most effective in selling products and services</td>
<td>90% of students receive a satisfactory (“C”) score on personal selling presentation (MKTG 2200)</td>
<td>Tri-Annual</td>
<td>2020</td>
<td>The average score on the personal selling presentation for the on-campus class was a 68 out of 75 points or a 90.67%. Out of the 25 marketing students that completed the personal selling presentation, 90% of them achieved a satisfactory score. The average score on the personal selling presentation for the online class was a 53.1 out of 75 points or a 70.9%. Out of the 36 marketing students that completed the personal selling presentation, 90% of them achieved a satisfactory score. The rubric was recently reviewed and changed to assess the quality of these professional nature of the presentation. Both online and on-campus students have a clear understanding of the instructor's expectations. Students seem to be excelling in this project and understand the expectations. This will continue to be assessed over the next several years to make sure we are continuing at this academic level.</td>
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