

ASSESSMENT REPORT FOR

MARKETING

(Instructional Degree Program)

JULY 2007 - JUNE 2008

(Assessment Period Covered)

BBA

(Degree Level)

November 2008

(Date Submitted)

Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

1 Students completing the BBA in Marketing will be marketable for their first entry-level position.

First Means of Assessment for Outcome Identified Above:

1 a. Means of Program Assessment & Criteria for Success:

75 percent or higher of graduates registered with the placement office will find employment or be accepted into graduate school within 12 months of graduation. COBA faculty will coordinate data collection with placement personnel.

1 a. Summary of Assessment Data Collected:

Not Met: Of 35 marketing majors graduating, 24 graduates (69%) have either found employment or have been accepted into graduate school. This breaks down to 21 graduates (60%) employed and 3 graduates (9%) in graduate school. The other 11 (31%) are unreported at the time of this report.

1 a. Use of Results to Improve Instructional Program:

This is an improvement over last year. However, we have still not met our goal. The problem is finding our students after graduation. We will continue to work on placement of students and the collection process to maintain this information. This is part of our plans for this coming year.

ASSESSMENT REPORT FOR

MARKETING

(Instructional Degree Program)

JULY 2007 - JUNE 2008

(Assessment Period Covered)

BBA

(Degree Level)

November 2008

(Date Submitted)

Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

2 Students will demonstrate effective marketing skills in business applications.

First Means of Assessment for Outcome Identified Above:

2 a. Means of Program Assessment & Criteria for Success:

The average composite score of all marketing majors taking the Business Major Field Achievement Test will achieve a passage rate in marketing that equals or exceeds the national average.

2 a. Summary of Assessment Data Collected:

Met: COBA students scored in the 56th and 53rd percentile in Fall 2007 and Spring 2008.

2 a. Use of Results to Improve Instructional Program:

The Marketing Department will continue active involvement in the Principle classes to ensure students are receiving core marketing information vital to their career advancement.

Second Means of Assessment for Outcome Identified Above:

2 b. Means of Program Assessment & Criteria for Success:

80% of interns receive a satisfactory or higher rating from their employer.

2 b. Summary of Assessment Data Collected:

Met: Data was collected from five post-internship interviews provided by the employer. All interns were rated at satisfactory or higher.

2 b. Use of Results to Improve Instructional Program:

No action deemed necessary at this time, continue monitoring assessment date.

Third Means of Assessment for Outcome Identified Above:

2 c. Means of Program Assessment & Criteria for Success:

No more than 5% of interns will receive a dissatisfactory rating from their employer.

2 c. Summary of Assessment Data Collected:

Met: Data was collected from five post internship interviews provided by the employer. All interns were rated at satisfactory or higher

2 c. Use of Results to Improve Instructional Program:

No action deemed necessary at this time, continue monitoring assessment date.

ASSESSMENT REPORT FOR

MARKETING

(Instructional Degree Program)

JULY 2007 - JUNE 2008

(Assessment Period Covered)

BBA

(Degree Level)

November 2008

(Date Submitted)

Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

3 Students completing the BBA in Marketing have demonstrated active roles in service activities.

First Means of Assessment for Outcome Identified Above:

3 a. Means of Program Assessment & Criteria for Success:

50 percent or higher of marketing students will participate in a service project and/or mission effort with their social club, business fraternity, or university campaigns. (Senior exit survey or "interview")

3 a. Summary of Assessment Data Collected:

Met: The senior survey indicated that 58% (11 of 19) of senior marketing majors were involved in service projects this past year.

Harding University AMA plans annual service projects. Two major projects completed this year. The Campus Pizza War provided funds to assist the Searcy Sunshine School. The BBQ Wars provided funds to assist with the Hurricane Katrina relief effort. AMA also performed a fundraiser for White County Hospital by putting on a lunch fashion show.

3 a. Use of Results to Improve Instructional Program:

AMA will continue to sponsor annual service projects, such projects are a part of the requirements established through the National AMA organization. Service projects are planned at the beginning of the year by the Harding AMA members.

ASSESSMENT REPORT FOR

MARKETING

(Instructional Degree Program)

JULY 2007 - JUNE 2008

(Assessment Period Covered)

BBA

(Degree Level)

November 2008

(Date Submitted)

Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

4 Students completing the BBA in Marketing will feel adequately prepared for their careers.

First Means of Assessment for Outcome Identified Above:

4 a. Means of Program Assessment & Criteria for Success:

70 percent or higher of marketing students will "agree" or "strongly agree" with the statement in the COBA senior exit survey statement, "I feel adequately prepared for an entry level position."

4 a. Summary of Assessment Data Collected:

Met: 89% of senior marketing students (17 of 19) responded positively to this statement in the May 2007 senior survey. The other 2 responses were very neutral.

4 a. Use of Results to Improve Instructional Program:

No action deemed necessary at this time, continue monitoring assessment date.

Second Means of Assessment for Outcome Identified Above:

4 b. Means of Program Assessment & Criteria for Success:

No more than 10% will respond negatively (disagree or strongly disagree) to the statement above.

4 b. Summary of Assessment Data Collected:

Met: No negative responses achieved.

4 b. Use of Results to Improve Instructional Program:

No action deemed necessary at this time, continue monitoring assessment date.

Third Means of Assessment for Outcome Identified Above:

4 c. Means of Program Assessment & Criteria for Success:

70% or higher of the Marketing alumni will agree or strongly agree with being prepared for their career according to an alumni questionnaire mailed to 1-year alumni.

4 c. Summary of Assessment Data Collected:

Met: 80% (4 of 5) of marketing alumni who returned the survey responded positively to the above statement. (These surveys were distributed in summer 2007 and collected through spring 2008.)

4 c. Use of Results to Improve Instructional Program:

No action deemed necessary at this time, continue monitoring assessment data.

Fourth Means of Assessment for Outcome Identified Above:

4 d. Means of Program Assessment & Criteria for Success:

No more than 10% will respond negatively (disagree or strongly disagree) to the statement above.

4 d. Summary of Assessment Data Collected:

Not Met: One student out of five responded negatively.

4 d. Use of Results to Improve Instructional Program:

This was a low sample. Last year no negative responses were received out of 8 alumni. We will continue to monitor this data for future changes.