SACS Comprehensive Standard 3.3 Institutional Effectiveness

3.3.1 The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of improvement based on analysis of the results in each of the following areas:

3.3.1.1 Educational program, to include student learning outcomes.

1. TheBBA MARKETING program identifies e to which it achieves these outcome: In Compliance	expected outcomes and assesses the extent
The faculty members of theBBA MARKETINGplan than includes student learning outcomes aligned with togoals. The learning goals for theBBA MARKETING	the appropriate level university learning
Expected Outcome: Demonstrate knowledge of basic integlobalization. Assessment Results: Mean embedded assessment score on 1 (low) to 4 (high) so	

International marketing assessment activity 3.53

Expected Outcome: Demonstrate knowledge of contemporary theory and practice in marketing.

Mean Overall MFT results for Marketing majors:

2010-2011 = 35th percentile as compared to goal of 50th percentile.

2009-2010 = 65th percentile as compared to goal of 50th percentile.

2008- 2009 = 15th percentile as compared to goal of 50th percentile.

Mean Marketing Assessment Indicator for Marketing majors:

2010- 2011 = 55th percentile as compared to goal of 75th percentile.

2009- 2010 = 75th percentile as compared to goal of 75th percentile.

2008- 2009 = 35th percentile as compared to goal of 75th percentile.

2.	The	BBA MARKETING	program provides evidence of improvement based
on ana	lysis of	the results: In Compliance	

MKT LG: Expected Outcome: Demonstrate knowledge of basic international marketing concepts and drivers of globalization.

Students scored a mean of 3.53 on the assessment rubric developed for this learning goal compared to the stated goal of a mean of 4.0. Faculty members teaching the international marketing class will revise the cases assigned in the course to incorporate at least three case studies that reinforce <u>basic</u> international marketing concepts and drivers of globalization. We only had one such case study during the 2011 Fall Semester during which more time was allocated to other advanced topics. In addition, a handout will be prepared and published on Blackboard to reinforce the topics and give students a better understanding of our expectations relative to this learning goal.

MKT LG: Expected Outcome: Demonstrate knowledge of contemporary theory and practice in marketing.

Marketing majors scored in the 55th percentile on the marketing component of the MFT compared to the stated goal of a mean at the 75th percentile. Looking at the high variability of MFT scores over the past several years has caused our faculty to question the validity and reliability of the MFT as a measure of learning outcomes. A proposal is pending to drop MFT as a summative measure of assessment and to replace it with the lvy measurement. The proposal is under administrative review at this time.