

BSM AY 2015-2016 Assessment

Phase 1: Assessment Plan

Learning Outcome assessed:

BSM Learning Outcome 9: Marketing

Produce specific marketing tools needed for product development, consumer communications, pricing and distribution channels.

Assessment Method:

Comprehensive Business Exam (CBE 4.2) given to first year students and graduating students

Targeted performance, based on rubrics:

75% of exam questions should be answered correctly.

Evaluation Process:

Comprehensive Business Exam results are scored and binned by question topics provided to us by Pitsco Education. The Comprehensive Business ExamSM was developed as a joint venture of Future Business Leaders of America-Phi Beta Lambda, Inc., Pitsco, Inc., and Technological Fluency Institute, Inc.

Course where learning outcome was assessed:

Exam administered in BSM 303 (start of core in program) and in BSM 309 (end of core in program).

A sample of 40 first-year students were tested in spring 2016 and a sample of 46 students completing the program were tested in summer 2016.

Evaluator(s):

Peggy Takahashi and Mark Cannice

Phase 2: Results Assessment and Planned Action**Results:**

PRE-TEST

Marketing Overall Percentage of Correct Answers	42.92%
1) Identify components of the marketing mix.	38.33%
2) Demonstrate an understanding of the social/cultural; legal, political and regulatory; economic; technological; and competitive environments on marketing products and services in a global society.	42.50%
3) Demonstrate an understanding of the synergistic effects of combining product, promotion (communication), price, and distribution decisions relevant to market opportunities and applying this understanding to the development of a marketing plan.	55.83%
4) Explain how consumers purchase and evaluate services.	35.00%

POST TEST

8) Marketing Overall Percentage of Correct Answers	49.09%
1) Identify components of the marketing mix.	50.00%
2) Demonstrate an understanding of the social/cultural; legal, political and regulatory; economic; technological; and competitive environments on marketing products and services in a global society.	44.20%
3) Demonstrate an understanding of the synergistic effects of combining product, promotion (communication), price, and distribution decisions relevant to market opportunities and applying this understanding to the development of a marketing plan.	60.87%
4) Explain how consumers purchase and evaluate services.	41.30%

What did we learn about student learning?

Overall students did not meet the targeted performance of 75%. However, students did show an improvement in knowledge of areas 1) Identify components of the marketing mix. And 4) Explain how consumers purchase and evaluate services. We need to make more emphasis in the curriculum on area 2) Demonstrate an understanding of the social/cultural; legal, political and regulatory; economic; technological; and competitive environments on marketing products and services in a global society.

Suggested Action:

Results show us that we need to provide additional cultural and global perspectives in the marketing curriculum.

Additionally, the Marketing Learning Outcome was rewritten in summer 2016 to address what students learn in the marketing core of the business program.

Phase 3: Closing the Loop

In the year that the assessment is made, this is good place to describe how the suggested actions might be evaluated in a future assessment cycle. When that cycle is complete, the results can be added to this document to finalize the report.