Marketing Major
Assessment Plan

Mission Statement: To develop socially responsible business leaders with a global mindset through academically rigorous, relevant, and values-based education and research.

Goals & Student Learning Outcomes
I. Knowledge of marketing practices and their impact on business and society

Student Learning Outcomes:
SLO #1: Describe the impact marketing practices have on society in general

- Assessment Method:
  o USD Senior Exit Survey

II. Business writing and oral communication skills

Student Learning Outcomes:
SLO #2.1: Written assignments that are coherent, organized, concise, grammatically correct and well-presented
SLO #2.2: Oral presentations that are coherent, organized, concise, engaging and well-presented

- Assessment Method:
  o Writing assignment in upper-division “W” business courses using a three-point rubric (SLO #2.1)
  o Presentations in MKTG 300 using a three-point rubric scale (SLO #2.2)
  o USD Senior Exit Survey (SLO #2.1, 2.2)
  o Writing Pilot Program: External reviewers develop writing assignments and assess writing with three-point rubric (SLO #2.1)

III. Leadership and Interpersonal Skills

Student Learning Outcomes:
SLO #3.1: Exhibit confidence in abilities
SLO #3.2: Balance interpersonal relations and tasks
SLO #3.3: Consider other people’s ideas or suggestions

- Assessment Method:
  o Peer review of team members in MGMT 300 utilizing three-point rubric for categories of confidence; balance between interpersonal relations and task; ability to listen; and stays on track (SLO #3.1, 3.2, 3.3)
  o USD Senior Exit Survey

IV. Skills needed to critically analyze information

Student Learning Outcomes:
SLO #4.1: Diagnose and categorize a problem
**SLO #4.2:** Gather and analyze relevant data needed to address the problem  
**SLO #4.3:** Identify and evaluate competing solutions  

- **Assessment Method:**  
  - 35 objective questions in ACCT 202 with each question categorized as 1) diagnose and categorize; 2) gather and analyze; or 3) identify and evaluate (SLO #4.1, 4.2, 4.3)  
  - USD Senior Exit Survey  

V. **Skills needed to utilize and leverage technology prevalent within the business community**  

**Student Learning Outcomes**  
**SLO #5.1:** Use technology as a means of communication  
**SLO #5.2:** Use various computer applications to analyze business problems  

- **Assessment Method:**  
  - Pilot Program: Currently conducting Microsoft Excel certification in ITMG 100 and proposing major-specific upper-division technology classes  
  - USD Senior Exit Survey  

VI. **Ethical attitudes and values**  

**Student Learning Outcomes**  
**SLO #6.1:** Identify appropriate values in a given context  
**SLO #6.2:** Identify ethical behavior in a given context  
**SLO #6.3:** Distinguish ethical from unethical behavior  

- **Assessment Method:**  
  - 26 objective questions that are administered through BlackBoard in ETLW 302 and assessed by using average score (SLO #6.1, 6.2, 6.3)  
  - USD Senior Exit Survey  
  - Ethics Pilot Program: Developing new objective ethics measuring instrument.  

**Assessment Timeline**  

Learning goals II, III, IV, V and VI are being assessed at least once per academic year. A measuring instrument for learning goal I is being developed.