University Assessment Committee
Outcomes Assessment Summary Form

This form is to be completed by a representative from each designated program/department. The information provided in this form will be used by the University of San Diego to inform stakeholder groups about USD's commitment to the intellectual, spiritual, and overall development of students. A Pdf version of this form will be posted on the University's Student Outcomes Website in the Evidence of Student Learning section.

Program Information
Program Name (e.g. BA Computer Science, PhD Nursing)
BBA Marketing

College/School Name (e.g. CAS, KSPS, SB, SMSOE)
SB

Assessment Overview
Briefly share how student learning outcomes assessment is conducted within your program/department (e.g. number of outcomes, examples of assignments used, and frequency of assessment). See example below.

The Marketing major program assesses learning outcomes for three skills: the ability to identify and address key marketing concepts, the ability to identify and address key marketing issues, and the ability to identify viable marketing decision alternatives. These outcomes are currently assessed in the marketing capstone course.

Results and Actions Taken
Assessment Cycle
2016-2017 ✓

Briefly summarize your assessment results and how you are using these results to enhance student learning and improve program quality. See example below.

In the Fall 2016 and Spring 2017 semesters, Faculty assessed marketing majors in MKTG 490. The benchmark/criterion for the assessment (60% for exemplary for all three traits, and less than 10% unacceptable for all three traits) was met. Data for Spring 2017 (n=32) and Fall 2016 (n=49) show that almost all students were rated as either Acceptable or Exemplary on all three measures. By a small margin, more students were rated as Exemplary as compared to students rated as Acceptable. As befits a marketing capstone class these observations are consistent with our expectations. We believe that since as many as two years may have elapsed between the students' exposure to fundamental marketing concepts in the MKTG 300 class and the capstone MKTG 490 Marketing Strategy class, we need to explore ways to reinforce basic marketing concepts in several intervening classes and allocate additional time to reviewing these concepts throughout the MKTG 490 Marketing Strategy class.