

Marketing B.S.B.A.

Expanded Statement of Institutional Purpose

Institutional Mission Reference

The Marketing B.S.B.A. Program offers undergraduate students a high quality degree program in marketing that meets national standards of excellence. Program faculty are committed to quality teaching and the discovery of new knowledge. The faculty support the institutional mission to serve a diverse student body and provide opportunities for lifelong learning. To that end, the program offers courses through both the Weekend College and TELETECHNET.

Institutional Goal(s) Supported

The Marketing B.S.B.A. Program supports the University goals of (a) quality undergraduate academic programs, (b) quality teaching, (c) discovery of new knowledge, (d) lifelong learning, and (e) distance education (Old Dominion University Catalog 2002-2004, p. 4, or Strategic Plan 2000-2005, pp. 8-9). The Marketing B.S.B.A. Program also supports Strategic Initiative 1 (High Quality, Distinctive Undergraduate Programs) and Strategic Initiative 5 (Distance Education) (Strategic Plan 2000-2005, pp. 22, 48).

Intended Educational (Student) Outcomes, Methods for Assessment, Criteria for Success, Assessment Results, and Use of Results

Intended Outcome 1

Students will demonstrate knowledge of appropriate theories or concepts in their analyses of consumer behavior.

Method for Assessing Outcome 1 and Criterion for Success: All students will earn scores of Satisfactory or higher on the Consumer Analysis sub-section of the senior capstone project.

Summary of Assessment Data Collected for Outcome 1: According to the evaluations provided by two professors who taught MKTG490 (Marketing capstone course), all students in MKTG 490 has earned scores of satisfactory or higher on Consumer Analysis sub-section (or equivalent) of the their class projects.

As stated by Professor Franlin Gaillard: "In my fall section of MKT 490 my students had to select real world companies and analyze them. Part of the analysis was a look at consumer behavior. The students also had to present their finding to me and the rest of the class. Some companies analyzed were Reebok and Circuit City. My spring section provided a useable marketing plan to the Nansemond Suffolk volunteer rescue squad and presented the results to the president and several members of the board of directors at the end of the term."

As stated by Professor Jack Plomgren: "Since all the students in my section of Marketing 490 passed, I would have to say they were at least satisfactory in their knowledge of marketing theories and concepts. Having said that, I was surprised with the wide variation in capabilities within the class. There were a number of students whose work was excellent while there were others who just scrapped by. I found the greatest shortcoming to be in the financial aspects that underscore marketing decisions."

Alternate Method for Assessing Outcome 1 and Criterion for Success: All marketing majors in the Marketing capstone course (MKTG 490) will earn scores of 75 or higher on a locally-developed examination. (Comparisons will be made among traditional on-campus students, Weekend College students, and TELETECHNET students.) Note that this method was not used.

Intended Outcome 2

Students will use systematic selection, collection, and interpretation of internal and external marketing information leading to the development of both marketing mix and corporate strategies.

Method for Assessing Outcome 2 and Criterion for Success: All students will earn scores of Satisfactory or higher on the Situation Analysis, Problems Identification, and Strategic Alternatives sub-sections of the senior capstone project.

Summary of Assessment Data Collected for Outcome 2: According to the evaluations by the professors who taught MKTG490 (Marketing capstone course) in academic year 2002-03, MKTG490 students have earned scores of satisfactory or higher on the situation analysis, problems identification, and strategic alternatives sub-sections (or equivalent) of their senior capstone projects.

As stated by Professor Franklin Gaillard: "In both of my classes students worked on the projects over the course of the semester. Not only did they have to systematically collect and interpret internal and external marketing data, they also had to prepare a formal paper and present their findings at the end of the term. Their efforts were so praiseworthy that I recommended that they put the experience on their job resumes and offered to be a job reference. One student recently obtained a job using the project used in my class and also using me as a reference. My students are able to look at the situation to identify the problem, develop strategic alternatives, and make recommendations to management."

As stated by Professor Jack Plomgren: "Our class used the case method exclusively during the course of the semester. The students had numerous opportunities to select and interpret Marketing information in the various cases. I would say that certainly by the end of the semester, they were at least satisfactory in their ability to develop a situation analysis, to identify problems, and to develop strategic alternatives. We did not do a specific capstone project."

Alternate Method for Assessing Outcome 2 and Criterion for Success: All marketing majors in the Marketing capstone course (MKTG 490) will earn scores of 75 or higher on a locally-developed examination. (Comparisons will be made among traditional on-campus students, Weekend College students, and TELETECHNET students.) Note that this method was not used.

Intended Outcome 3

Students will demonstrate knowledge of one or more of the following areas: advertising strategy, public relations, retail marketing, sales management, professional selling, and/or the marketing of services according to the student's interests and goals.

Method for Assessing Outcome 3 and Criterion for Success: All marketing majors in the Marketing capstone course (MKTG 490) will earn scores of 75 or higher on a locally-developed examination. (Comparisons will be made among traditional on-campus students, Weekend College students, and TELETECHNET students.) Note: This method was not used.

Alternate Method for Assessing Outcome 3 and Criterion for Success: All marketing majors will earn scores of 75% or higher on their team case projects (see detail below).

Summary of Assessment Data Collected, Alternate Method for Outcome 3: Overall, based on the evaluations submitted by Professor Franklin Gaillard and Professor Jack Plomgren (see assessments of outcomes 1 and 2 above), the Intended Outcome 3 was satisfactorily reached. The marketing majors appear to perform well on their team case analyses and/or projects.