

**Neumann University Program Assessment Plan**

<b>Program Name: Marketing</b>	<b>Submitted by: Nathan Hardy</b>
<b>Division: Business and Information Management</b>	<b>3-Year Cycle Span: AY 18/19 to 20/21</b>

<b>Student Learning Outcome</b> Upon successful completion of the Marketing Program, the student will earn a BS degree and will:	<b>LO 1</b> Know the steps of a marketing strategy.  <b>Bloom: Know</b>	<b>LO 2</b> Recognize the congruence of the marketing mix with an organization’s mission and objectives.  <b>Bloom: Comprehend</b>	<b>LO 3</b> Apply marketing principles to marketing management problems and decision making.  <b>Bloom: Apply</b>	<b>LO 4</b> Analyze marketing concerns and challenges of organizations and industries.  <b>Bloom: Analyze</b>	<b>LO 5</b> Develop a marketing plan.  <b>Bloom: Synthesize</b>
<b>Core Learning Outcome(s):</b>	Comprehension	Contemplation, Comprehension	Conscience, Contemplation	Comprehension	Communication, Comprehension
<b>Related IDEA Objective(s):</b>	MKT 100: 1, 3, 9 (I); 5 (E) MKT 323: 2, 3, 9 (I); 5 (E)	MKT 100: 1, 3, 9 (I); 5 (E) MKT 305: 1, 4, 5 (I); 3 (E) MKT 310: 3, 4, 13 (I); 5 (E) MKT 320: 1, 4, 5 (I); 3 (E) MKT 323: 2, 3, 9 (I); 5 (E)	MKT 100: 1, 3, 9 (I); 5 (E) MKT 301: 1, 3, 9 (I); 5 (E) MKT 305: 1, 4, 5 (I); 3 (E) MKT 310: 3, 4, 13 (I); 5 (E) MKT 315: 1, 3, 9 (I); 5 (E) MKT 320: 1, 4, 5 (I); 3 (E) MKT 323: 2, 3, 9 (I); 5 (E)	MKT 100: 1, 3, 9 (I); 5 (E) MKT 301: 1, 3, 9 (I); 5 (E) MKT 305: 1, 4, 5 (I); 3 (E) MKT 315: 1, 3, 9 (I); 5 (E) MKT 320: 1, 4, 5 (I); 3 (E) MKT 323: 2, 3, 9 (I); 5 (E)	MKT 100: 1, 3, 9 (I); 5 (E) MKT 305: 1, 4, 5 (I); 3 (E) MKT 323: 2, 3, 9 (I); 5 (E)
<b>Course Mapping:</b>	Formative: MKT 100  Summative: MKT 323	Formative: MKT 100, 305  Summative: MKT 310, 320, 323	Formative: MKT 100, 301, 305  Summative: MKT 310, 315, 320, 323, BUS 394/494	Formative: MKT 100, 301, 305  Summative: MKT 310, 315, 320, 323, BUS 394/494	Formative: MKT 100, 305  Summative: MKT 323
<b>Academic Year for Assessment:</b>	<b>AY 18/19</b>	<b>AY 18/19</b>	<b>AY 19/20</b>	<b>AY 19/20</b>	<b>AY 20/21</b>
<b>Formative Assessment</b>	<b>MKT 100, 301 Product Analysis Report:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>  <b>MKT 100 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>	<b>MKT 100 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>  <b>MKT 305 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>	<b>MKT 100, 301 Current Event-Article Report:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>  <b>MKT 301 Case Study:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>	<b>MKT 100, 301 Current Event-Article Report:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>  <b>MKT 301 Case Study:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>	<b>MKT 100, 305 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>

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<b>Formative Assessment (continued)</b>	<b>MKT 305 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>		<b>MKT 100, 305 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>	<b>MKT 100, 301 Product Analysis Report:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>  <b>MKT 100, 305 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>	
<b>Summative Assessment</b>	<b>MKT 323 Product Analysis Report:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>  <b>MKT 323 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>	<b>MKT 323 Case Study:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>  <b>MKT 305, 310, 320, 323 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>	<b>MKT 310, 315, 323 Current Event-Article Report:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>  <b>MKT 323 Case Study:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>  <b>MKT 310, 315, 320, 323 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>	<b>MKT 323 Product Analysis Report:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>  <b>MKT 310, 315, 323 Current Event-Article Report:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>  <b>MKT 323 Case Study:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>	<b>MKT 323 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <u>Rubric</u>

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<p><b>Summative Assessment (continued)</b></p>				<p><b>MKT 310, 315, 323 Final Project:</b> 70% of students will score 70% or higher (by 2 faculty raters) on the Marketing <i>Rubric</i></p>	
<p><b>Indirect Evidence</b></p>	<p>Student ratings on relevant objectives will be at or above the IDEA norm.</p>	<p>Student ratings on relevant objectives will be at or above the IDEA norm.</p>	<p>Student ratings on relevant objectives will be at or above the IDEA norm.</p>	<p>Student ratings on relevant objectives will be at or above the IDEA norm.</p>	<p>Student ratings on relevant objectives will be at or above the IDEA norm.</p>

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**Marketing Program Course List and Corresponding Assessments**

	<b>MKT 100: Principles of Marketing</b>	<b>MKT 301: Consumer Behavior</b>	<b>MKT 305: Retail Marketing</b>	<b>MKT 310: Marketing Research</b>	<b>MKT 315: Promotion</b>	<b>MKT 320: Sales Force Management</b>	<b>MKT 323: International Marketing</b>	<b>BUS 394 or 494: Internship</b>
<b>Formative</b>	LO 1, 4: Product Analysis Report  LO 3, 4: Current Event-Article Report  LO 1, 2, 3, 4, 5: Final Project	LO 1: Product Analysis Report  LO 2, 3, 4: Case Study  LO 3, 4: Current Event-Article Report	LO 1, 2, 3, 4, 5: Final Project	NA	NA	NA	NA	NA
<b>Summative</b>	NA	NA	NA	LO 3, 4: Current Event-Article Report  LO 1, 2, 3, 4, 5: Final Project	LO 3, 4: Current Event-Article Report  LO 1, 2, 3, 4, 5: Final Project	LO 1, 2, 3, 4, 5: Final Project	LO 1, 4: Product Analysis Report  LO 2, 3, 4: Case Study  LO 3, 4: Current Event-Article Report  LO 1, 2, 3, 4, 5: Final Project	LO 3, 4: Site Supervisor Evaluation
<b>Indirect</b>	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA BUS 394/494: <u>Site Supervisor Evaluation:</u> <u>Character Attributes:</u> <u>Site Supervisor Evaluation:</u> <u>Listening and Oral Communication Skills:</u> <u>Site Supervisor Evaluation:</u> <u>Creative Thinking and Problem-Solving Skills</u>