Memo

To: Academic Assessment Committee Members
Date: 7/16/2013
Re: MARKETING ASSESSMENT

As identified by Dr. Williams all departments/programs are to identify what will be assessed this semester. Using the assessment plan for each major, complete the following information:

FIRST STEP

- Identify 3 Student Learning Outcomes:
  1. SLO #: 1
  2. SLO #: 4
  3. SLO #: 9d

SECOND STEP

- Identify courses that correspond to each SLO

1. SLO # _1__ = Course(s) BUS 206 + Assessment Method/Assignment: MFT; Final Exam/Score

2. SLO # _1__ = Course(s) BUS 207 + Assessment Method/Assignment: MFT; Final Exam/Score

3. SLO # _1__ = Course(s) BUS 324 + Assessment Method/Assignment: MFT; Final Exam/Score
   Indirect Measure: Item # ______ from NSSE or Exit or Alumni Surveys

1. SLO # 4= Course(s) BUS208 + Assessment Method/Assignment: MFT; Final Exam/Score

2. SLO #4= Course(s) BUS 426 + Assessment Method/Assignment: MFT; Company Project/Grade; Exam #1/Score

3. SLO # 4= Course(s) BUS434 + Assessment Method/Assignment: MFT; Comprehensive Marketing Plan/Grade
   Indirect Measure: Item # ______ from NSSE or Exit or Alumni Surveys
1. **SLO #9** = Course(s) BUS 426 + Assessment Method/Assignment: MFT; Company Project/Project Grade; Exam #1/Score

2. **SLO #9** = Course(s) BUS 434 + Assessment Method/Assignment: MFT; Comprehensive Marketing Plan/Grade

3. **SLO #9** = Course(s) BUS 438 + Assessment Method/Assignment: MFT; Case Study/Grade; Final Project/Grade

   Indirect Measure: Item # ______ from NSSE or Exit or Alumni Surveys

**THIRD STEP**

- Identify 2 Gen Ed Outcomes:
  1. Gen Ed #: 2
  2. Gen Ed #: 4

**FOURTH STEP**

1. **Gen Ed # 2** = Course(s) BUS207 + Assessment Method/Assignment: MFT; Final Exam/Exam Scores

2. **Gen Ed # 2** = Course(s) BUS426 + Assessment Method/Assignment: MFT; Company project completion/project grade; Exam #1/Exam grade

3. **Gen Ed # 2** = Course(s) BUS 434 + Assessment Method/Assignment: MFT; Comprehensive Marketing Plan/Grade

   Indirect Measure: Item # ______ from NSSE or Exit or Alumni Surveys

1. **Gen Ed # 4** = Course(s) BUS 426 + Assessment Method/Assignment: MFT; Company Project/Grade; Exam #1/Grade

2. **Gen Ed # 4** = Course(s) BUS 434 + Assessment Method/Assignment: MFT; Comprehensive Marketing Plan/Grade

3. **Gen Ed # 4** = Course(s) BUS 438 + Assessment Method/Assignment: MFT; Case Study/Grade; Final Project/Grade

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Indirect Measure: Item # ______ from NSSE or Exit or Alumni Surveys

**Note:** This semester each major will be collecting data from 3-5 courses and 3-5 assessment methods/assignments and at least two indirect measures.