Degree Program Assessment Plan

Degree Program - HS - Retail Management (BS)

CIP Code: 52.1902.00
Disciplinary Accrediting Body: None
Degree Program Coordinator: Dr. Deborah Fowler
Degree Program Coordinator Email: deborah.fowler@ttu.edu
Degree Program Coordinator Phone: (806) 834-1779
Degree Program Coordinator Mail Stop: 1240

Program Purpose Statement: The Mission of the Texas Tech University Retailing Program is to prepare individuals who will make a contribution to the retail industry and to society as a whole through quality education, research, and service.

Student Learning Outcome: Trend analysis

Students will be able to examine retail management in the context of current or past trends

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 09/01/2015

Assessment Methods

Capstone Assignment/Project - RTL 2340 Retail Consumer Behavior (Active)

Criterion: In the Brand Personality Project students will define retail consumer behavior concepts and terms related to the brand, identify the relationship between consumer behavior and retail marketing, conduct interviews to develop a brand personality, define target market demographics, and analyze competitive advantages and position of the brand. The student mean score will be 2.5 on a 4.0 scale with 75% meeting or exceeding the 70% course pass threshold.

Schedule: assessed as scheduled

Student Projects - RTL 1340 Introduction to Retailing (Active)

Criterion: Students will complete an experiential retailer project through a thorough investigation of an existing retail company that is trending. The student mean score will be 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

Schedule: Assessed as scheduled

Student Learning Outcome: Use technology

Students will develop software skills used in the retail industry.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 09/01/2006

Assessment Methods
Degree Program - HS - Retail Management (BS)

<table>
<thead>
<tr>
<th>Student Projects</th>
<th>- RTL 4320 Retail Category Management (Active)</th>
</tr>
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<tbody>
<tr>
<td><strong>Criterion:</strong></td>
<td>Students complete projects in which they must use industry-based technology to design retail outlets and individual product displays. The student mean score will be 2.5 on a 4.0 scale with 70% of all students meeting or exceeding the 70% course pass threshold.</td>
</tr>
<tr>
<td><strong>Schedule:</strong></td>
<td>Courses are assessed as offered.</td>
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<thead>
<tr>
<th>Student Projects</th>
<th>- RTL 4335 Practices in Web-based Retail Management (Active)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion:</strong></td>
<td>Students complete website building assignments to assess students’ skills in using technology in the context of web-based retailing. The minimum mean score will be 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.</td>
</tr>
<tr>
<td><strong>Related Documents:</strong></td>
<td>RTL4335 LabAssignment.pdf</td>
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</tbody>
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<tr>
<th>Course Level Assessment</th>
<th>- RTL 3380 Professional Practices in Retailing (Active)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion:</strong></td>
<td>Students will use Microsoft Excel in a project to determine planned average inventory, prepare seasonal merchandising plan, and prepare OTB Summary spreadsheet and at least 10 purchase orders. The student mean score will be 2.5 on a 4.0 scale and 75% of students will meet or exceed the 70% course pass threshold.</td>
</tr>
<tr>
<td><strong>Schedule:</strong></td>
<td>Course assessed as offered</td>
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**Student Learning Outcome: Oral communication**

Students will be able to create a professional presentation that clearly demonstrates the student’s command of topics in the retail industry.

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**Assessment Methods**

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<th>- RTL 2340 Retail Consumer Behavior (Active)</th>
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<tr>
<td><strong>Criterion:</strong></td>
<td>Students will create a professional presentation about brand personality and present during a class period. The mean student score will be 2.5 on a 4.0 scale with 75% of students meeting or exceeding the 70% course pass threshold.</td>
</tr>
<tr>
<td><strong>Schedule:</strong></td>
<td>assessed as scheduled</td>
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<tr>
<th>Student Projects</th>
<th>- RTL 3340 International Retailing (Active)</th>
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<tr>
<td><strong>Criterion:</strong></td>
<td>Students will create an oral presentation on an International Market Analysis Project which will be presented to the class and special guests. The student mean average on the assessment will be 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.</td>
</tr>
<tr>
<td><strong>Schedule:</strong></td>
<td>Course assessed as scheduled.</td>
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**Student Learning Outcome: Written communication**

Students will be able to compose a paper which coherently and logically expresses his or her ideas.

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<td>Start Date</td>
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Assessment Methods

**Capstone Assignment/Project - RTL 3390 Internship in Retailing (Active)**

**Criterion:** Students will write an in depth report on their internship and apply concepts from their previous coursework to evaluate the experience including their employer, the organization, the work environment, observations and conclusions. The mean student score will be a 2.5 on a 4.0 scale with 75% meeting or exceeding the 70% course pass threshold.

**Schedule:** Assessed as course is offered.

**Essays - RTL 4330 Retailing Research (Active)**

**Criterion:** Students develop observation skills, participate in data collection, provide a format to report results, and explain the observation in written form. Students are graded on content, appropriate explanation and writing style, as well as spelling and grammar. The mean student score will be 2.5 on a 4.0 scale with 75% meeting or exceeding the 70% course pass threshold.

**Schedule:** Course assessed as offered.

**Capstone Assignment/Project - RHIM 4330 Retailing Research (Active)**

**Criterion:** Students submit a final research paper including an introduction, the summarization of each key term with in text citations in APA format, a conclusion, hypothesis paragraph and references at the end of the paper in APA format. The final research paper required students to complete a full research paper with the following sections: Abstract, Introduction, Review of Literature, Research Question/Hypothesis; Methods, Results, Conclusions, Recommendation, Implications, References, and Appendix. The mean score will be 2.5 on a 4.0 scale with 75% of students meeting or exceeding the 70% course pass threshold.

**Schedule:** Assessed as course offered.

Student Learning Outcome: Problem Solving

Students will be able to compare and contrast retail concepts using critical thinking and problem solving skills.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 09/01/2015

**Assessment Methods**

**Capstone Assignment/Project - RTL 3390 Internship in Retailing (Active)**

**Criterion:** Students will write an in depth report on their internship and apply concepts from their previous coursework to evaluate the experience including their employer, the organization, the work environment, observations and conclusions. The mean student score will be a 2.5 on a 4.0 scale with 75% meeting or exceeding the 70% course pass threshold.

**Schedule:** Course evaluated as offered.

**Student Projects - RTL 4340 Entrepreneurship: Retail Business Planning (Active)**

**Criterion:** Students will complete a final business plan requiring students to read assigned chapters to complete specific pieces of the final business plan. The mean student score will be 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

**Schedule:** Assessed as offered

**Related Documents:**

- [RTL 4340 Business Plan Rubric final.doc](#)

Student Learning Outcome: Demonstrate leadership

Students will be able to demonstrate effective leadership, teamwork, and communication skills.
Degree Program - HS - Retail Management (BS)

Outcome Status: Inactive
Outcome Type: Student Learning
Start Date: 09/01/2006
End Date: 08/31/2015

Assessment Methods

Student Projects - RTL 4340 (Active)

Criterion: Students create a business plan using marketing research methods and tools to determine their target market. The minimum mean score for the assessment will be 2.5 on a 4.0 scale.

Related Documents:
4340 Business Plan Rubric final.doc

Student Projects - RTL 4330 (Active)

Criterion: Students conduct a research project in which they apply marketing research tools and methods to conduct research projects on consumer behavior issues within the retail industry. Students will complete the required assignments with a 2.5 on a 4.0 scale.

Schedule: Courses are assessed as offered.

Related Documents:
Research Paper Rubrics 4330.docx

Student Learning Outcome: Apply marketing research

Students will be able to apply marketing research tools/methods to conduct client sponsored retail research projects.

Outcome Status: Inactive
Outcome Type: Student Learning
Start Date: 09/01/2006
End Date: 08/31/2015

Assessment Methods

Student Projects - RTL 2340 (Active)

Criterion: Students will complete a group branding project which entails interviews, a paper submission and an oral poster presentation. The minimum mean score will be 2.5 on a 4.0 scale.

Related Documents:
RTL 2340 Branding_Project_Rubric.pdf

Course Level Assessment - RTL 3340 (Active)

Criterion: Students complete a written and oral analysis of an international retailer. The minimum mean score will be 2.5 on a 4.0 scale.

Schedule: Courses are assessed as offered.

Student Learning Outcome: Demonstrate retail management strategies

Students will be able to demonstrate retail management strategies with vendors, customers, associates, and other industry stakeholders.
# Degree Program - HS - Retail Management (BS)

**Outcome Status:** Inactive  
**Outcome Type:** Student Learning  
**Start Date:** 09/01/2006  
**End Date:** 08/31/2015

## Assessment Methods

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<tr>
<td><strong>Criterion:</strong> Students complete an International Market Analysis project to demonstrate retail management strategies. Students will earn a minimum mean score of 2.5 on a 4.0 scale.</td>
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<tr>
<td><strong>Related Documents:</strong></td>
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<tr>
<td>RTL3340_Individual Report Rubric.pdf</td>
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<td>RTL3340_Written Report Rubric.pdf</td>
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<tr>
<th><strong>Capstone Assignment/Project</strong> - RTL 3390 (Active)</th>
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<tr>
<td><strong>Criterion:</strong> Students must complete an internship and report at the completion of their employment in RTL 3390. Students will complete the required internship and receive a grade of 2.5 on a 4.0 scale, on the report.</td>
</tr>
<tr>
<td><strong>Schedule:</strong> Courses are assessed as offered.</td>
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