Assessment: Assessment Plan

TEXAS TECH UNIVERSITY
Office *of the* Provost
Office *of* Planning & Assessment

Degree Program - AS - Sport Management (MS)

CIP Code: 31.0504.00

Degree Program Coordinator: Angela Lumpkin
Degree Program Coordinator Email: angela.lumpkin@ttu.edu
Degree Program Coordinator Phone: (806) 834-6935
Degree Program Coordinator Mail Stop: 3011

Assessment Coordinator: Monica Luna
Modality: Face-to-Face

Student Learning Outcome: Sport Management MS 1

Demonstrate advanced critical thinking skills when analyzing sport management issues and the ability to make applications of sport management knowledge.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/29/2016

Assessment Methods

Students will demonstrate the ability to design, organize, market, and/or implement socially responsible sport-related events within a sport management setting. (Active)

Criterion: 80% of students will score 80% or above

SPMT 5324 using a scoring rubric for a sport marketing plan
Students' abilities of advanced critical thinking were assessed using a group project that required the students to collect survey data, conduct three marketing analyses (i.e., SWOT, consumer, and competitor), identify promising market segments, and propose marketing plans to attract the target markets. This meant formulating a report that addressed the following four areas: (1) executive summary; (2) market research; (3) market segmentation; and (4) marketing proposal.

Related Documents:
[Previous and no longer used MS in Sport Management Benchmark 1.1 5329.docx](#)

Students will able to analyze financial data and develop, describe, and defend a budget for a sport organization. (Active)

Criterion: 80% of students will score 80% or above

Related Documents:
[MS in Sport Management Benchmark 1.2 5321.docx](#)

Students will earn 80% or higher on all sections of the SPMT 5003 portfolio, which is the capstone performance-based assessment of each student's successful completion of the degree. (Active)

Criterion: Pass or fail (80% or higher) on section A to complete the master's degree comprehensive evaluation and earn 80% or higher on all sections of the SPMT 5003 portfolio.

Degree Program - AS - Sport Management (MS)

SPMT 5003 using a scoring rubric for the course portfolio

Related Documents:

[MS in Sport Management Benchmark 1.3 5003.docx](#)

Student Learning Outcome: Sport Management MS 2

Critically analyze sport management scholarship and case studies and demonstrate practical conclusions in sport management settings.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/24/2015

Assessment Methods

Students will exhibit competent performance on the scoring rubric in selected course assignments in financial management, marketing, and ethics. (Active)

Criterion: 80% of students will score 80% or above

SPMT 5325 Ethics and Morality in Sport through two case study analyses using scoring rubric

Related Documents:

[Previous and no longer used MS in Sport Management Benchmark 2.1 5325](#)

Students will demonstrate the ability to critically assess the impact of college athletics and it implications for the field of sport management and society overall. (Active)

Criterion: SPMT 5345

Related Documents:

[Previous and no longer used MS in Sport Management Benchmark 2.2 5345.docx](#)

Students will earn 80% or higher on all sections of the SPMT 5003 portfolio, which is the capstone performance-based assessment of each student's successful completion of the degree.   (Active)

Criterion: Pass or fail (80% or higher) on section A to complete the master's degree comprehensive evaluation and earn 80% or higher on all sections of the SPMT 5003 portfolio.

SPMT 5003 using a scoring rubric for the course portfolio

Related Documents:
[MS in Sport Management Benchmark 2.3 5003.docx](#)

Student Learning Outcome: Sport Management MS 3

Demonstrate the knowledge and ability to apply sport leadership and management theories and practices in sport-based projects and understand their application in sport management settings.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/29/2016

Assessment Methods

Students will exhibit knowledge of responsible leadership and management theories and make applications within a sport

Degree Program - AS - Sport Management (MS)

management setting. (Active)

Criterion: 80% of students will score 80% or above

SPMT 5320 through two case study analyses using scoring rubric
Related Documents:
[MS in Sport Management Benchmark 3.1 5320.docx](#)

Students will demonstrate an understanding and the ability to apply organizational theories as these relate to organizational culture and change. (Active)

Criterion: This benchmark was assessed through students creating and presenting on a sport organization and their organizational culture. Students were assessed on their ability to evaluate concerns within the organizational culture using relevant theories and concepts, along with their ability to recommend processes for organizational change that would strengthen the organizational culture.

Related Documents:
[Previous and no longer used MS in Sport Management Benchmark 3.2 5322.docx](#)

Students will earn 80% or higher on all sections of the SPMT 5003 portfolio, which is the capstone performance-based assessment of each student's successful completion of the degree.   (Active)

Criterion: Pass or fail (80% or higher) on section A to complete the master's degree comprehensive evaluation and earn 80% or higher on all sections of the SPMT 5003 portfolio.

 SPMT 5003 using a scoring rubric for the course portfolio
Related Documents:
[MS in Sport Management Benchmark 3.3 5003.docx](#)