

Assessment: Assessment Plan

Degree Program - COB - SACSCOC/AACSB - Marketing Research and Analytics (MS)

CIP Code: 52.1402.00

Disciplinary Accrediting Body: AACSB

Next Accrediting Agency Review: 2022

Degree Program Coordinator: Sreedhar Madhavaram

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Program Purpose Statement: (This program newly approved as an offering by THECB, and courses are under development. There are no students yet enrolled.)

Assessment Coordinator: Claudia Cogliser

Modality: Fully Online (86-99% Online), Face-to-Face

Assessment Timeline: Accreditation under the Association to Advance Collegiate Schools of Business (AACSB) is based on a 5-year cycle. Assurance of Learning (assessment of student learning outcomes) is an important part of AACSB accreditation, and all of our degree programs have assessment plans for AACSB. At the graduate level, AACSB and SACSCOC assessment plans are identical. At the undergraduate level, AACSB focuses their review on degree programs. SACSCOC focuses their review on the academic major. Despite this difference, we have coordinated our assessment plans and implementation so that data for AACSB and SACSCOC are collected at the same time and in the same manner. Thus, our SACSCOC data will be reported using the same timeframe as AACSB. Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Student Learning Outcome: Problem Solving

Business Problem Solving - MSMR graduates will have the ability to identify, analyze, and propose reasonable solutions to problems.

Outcome Status: Active

Outcome Type: Program

Start Date: 12/18/2020

End Date: 08/31/2025

Assessment Methods

Course Level Assessment - Assignments and class projects will be used to evaluate students' ability to solve marketing problems. (Syllabi are under development and assignments and projects are yet to be identified.) (Active)

Schedule: Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Student Learning Outcome: Ethics Problem Solving

Business Ethics Problem Solving - MSMR graduates will have the ability to identify and propose solutions to ethical dilemmas, and legal and social issues in research.

Outcome Status: Active

Outcome Type: Program

Start Date: 12/18/2020

End Date: 10/31/2025

Assessment Methods

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Course Level Assessment - Assignments will be used to evaluate students' ability to solve marketing research ethics problems. (Syllabi are under development and assignments are yet to be identified.) (Active)

Schedule: Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Student Learning Outcome: Marketing Research Integration

Marketing Research Integration - MSMR graduates will understand how to conduct marketing research and how it is related to the various parts of a business.

Outcome Status: Active

Outcome Type: Program

Start Date: 12/18/2020

End Date: 08/31/2025

Assessment Methods

Course Level Assessment - Assignments and class projects will be used to evaluate students' ability to marketing research integration problems. (Syllabi are under development and assignments and projects are yet to be identified.) (Active)

Schedule: Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Student Learning Outcome: Teamwork

Teamwork - MSMR graduates will understand how to work effectively in teams to accomplish organizational goals.

Outcome Status: Active

Outcome Type: Program

Start Date: 05/29/2020

End Date: 08/31/2025

Assessment Methods

Course Level Assessment - Class projects will be used to evaluate students' teamwork ability. (Syllabi are under development and classes and projects are yet to be identified.) (Active)

Schedule: Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Student Learning Outcome: Communication

Written & Receptive Communication: MSMR graduates will develop effective communication skills -- both written and listening.

Outcome Status: Active

Outcome Type: Program

Start Date: 12/18/2020

End Date: 08/31/2025

Assessment Methods

Course Level Assessment - Assignments and class projects will be used to evaluate students' ability to communicate regarding marketing research. (Syllabi are under development and assignments and projects are yet to be identified.) (Active)

Schedule: Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

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Student Learning Outcome: Content Knowledge

Business Content Knowledge: MSMR graduates will understand and apply the body of knowledge in marketing research.

Outcome Status: Active

Outcome Type: Program

Start Date: 12/18/2020

End Date: 08/31/2025

Assessment Methods

Course Level Assessment - Assignments and exams will be used to evaluate students' knowledge of marketing research. (Syllabi are under development and assignments and exams are also under development.) (Active)

Schedule: Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.