Degree Program Assessment Plan

Degree Program - COB - Marketing (BBA)

CIP Code: 52.1401.00
Disciplinary Accrediting Body: AACSB International
Next Program Review: 12-13
Degree Program Coordinator: Professor Robert Ricketts
Degree Program Coordinator Email: robert.ricketts@ttu.edu
Degree Program Coordinator Phone: +18068343180
Degree Program Coordinator Mail Stop: 2101
Program Purpose Statement: The undergraduate program in marketing offers a solid curriculum and learning experience that prepare students for success. The marketing major is designed to offer a solid understanding of marketing with cutting edge ideas and practices that prepare students for their first position in marketing and provide the foundation needed to advance.

Assessment Coordinator: Jason Rinaldo, Claudia Cogliser

Student Learning Outcome: Creative Solutions
Develop creative solutions to marketing problems.
Outcome Status: Active
Outcome Type: Student Learning

Assessment Methods
Assessment methods used by Marketing Faculty include examinations of content knowledge, service learning projects, class discussion, twitter use and other methods as needed. Results marked with (I) were topics introduced in the course and those marked with (E) were emphasized in the course. (Active)
Schedule: Fall and Spring Semesters

Student Learning Outcome: Market Segmentation
Define market segments and assess attractiveness.
Outcome Status: Active
Outcome Type: Student Learning

Assessment Methods
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Schedule: Fall and Spring Semesters

Student Learning Outcome: Manage Marketing Relations
Apply marketing knowledge to manage relationships.
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Outcome Status: Active
Outcome Type: Student Learning

Assessment Methods

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Schedule: Fall and Spring Semesters

Standardized Test - Performance on marketing content in a wide-ranging examination administered across all areas of the college. (Active)

Criterion: Undergraduate Marketing students should perform at or above students pursuing other business degrees on Marketing content.

Student Learning Outcome:  Ethical Decisions

Identify ethical content and decisions.
Outcome Status: Active
Outcome Type: Student Learning

Assessment Methods

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Schedule: Fall and Spring Semesters

Student Learning Outcome:  Marketing Plan

Identify components of a marketing plan.
Outcome Status: Active
Outcome Type: Student Learning

Assessment Methods

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Schedule: Fall and Spring Semesters

Student Learning Outcome:  Globalization

Identify the implications of globalization.
Outcome Status: Active
Outcome Type: Student Learning

Assessment Methods
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<table>
<thead>
<tr>
<th>Survey - Student</th>
<th>EBI - Educational Benchmarking Inventory (Active)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion:</strong></td>
<td>3.0 or higher</td>
</tr>
<tr>
<td><strong>Schedule:</strong></td>
<td>Distributed annually to Spring graduates</td>
</tr>
</tbody>
</table>

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| Schedule:          | Fall and Spring Semesters                        |

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**Student Learning Outcome: Role of Marketing**

Explain the role of marketing in the organization and society.

**Outcome Status:** Active  
**Outcome Type:** Student Learning

**Assessment Methods**

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| Schedule:          | Fall and Spring Semesters                        |