

IE Measures:
Summer 1997

Department: Marketing
Chair: Dr. Ronald E. Michaels
Participating Faculty:
All faculty members present at retreat held
on November 1, 1996.

Program Statement: BSBA in Marketing CIP Code: 52.1401 Level: Undergraduate

Linkage between Expanded Statement of Institutional Purpose,
Department/Program Intended Outcomes/Objectives, Assessment Criteria and Procedures,
Results, and Use of Results at our University

Expanded Statement of Institutional Purpose	Departmental/Program Intended Outcomes/objectives	Assessment Criteria & Procedures	Assessment Results	Use of Results
<p>UCF Mission: UCF is a metropolitan university committed to providing the finest undergraduate education in Florida, achieving international prominence in key graduate educational and research programs, promoting a global perspective, fostering inclusiveness and diversity, and becoming America's leading partnership university.</p> <p>CBA Mission: The mission of the College of Business Administration is to provide quality business education programs, at the undergraduate, graduate and executive levels, to the citizens of the state of Florida and to selected clientele nationally and internationally. In delivering these programs, the College places primary emphasis on excellent teaching, research and service with a strong commitment to developing mutually supportive relationships with the business community of Central</p>	<p>1. Knowledge: A student graduating with a degree in Marketing will possess substantial knowledge in the following topical areas:</p> <ul style="list-style-type: none"> • Management / Strategy: <ul style="list-style-type: none"> - Market segmentation - Target marketing - Product positioning - Competitive analysis - Industry structure analysis • Market research • Customer behavior • Marketing intelligence 	<p>1.a. Marketing majors will complete a comprehensive essay final exam. The exam, prepared by a faculty panel, will tap selected dimensions of marketing knowledge itemized in column two. A panel comprised of six department faculty members (IM*2000 instruction committee) will evaluate a sample of the comprehensive exams each academic year. Furthermore, the panel will evaluate a sample of written case analyses prepared by marketing students which tap the same dimensions of knowledge. Ninety percent of sampled Marketing majors will receive a rating of "Satisfactory" or better from the panel of faculty judges.</p> <p>1.b. Eighty percent of Marketing alumni responding to a bi-annual survey will "strongly agree" or "agree" with the following statement: "I am satisfied with the knowledge I acquired in my major."</p>	<p>1.a. Results were as follows:</p> <ul style="list-style-type: none"> • Management/strategy: 87% satisfactory or better. • Market research: 80% satisfactory or better. • Customer behavior: 60% satisfactory or better. • Marketing intelligence: 100% satisfactory or better. <p>1.b. 95% agreed or strongly agreed.</p>	<p>1.a. This outcome has partially met. Outcomes for market research and customer behavior not met. Faculty changed structure of research course to include financial analysis and forecasting. Faculty changed structure of customer behavior course to include emphasis on segmentation/positioning. IM2000 instruction committee will continue to monitor this outcome during the next cycle.</p> <p>1.b. The outcome has been met. No action was taken. We will continue to monitor this outcome during the next cycle.</p>

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<p>Florida.</p> <p>Program Mission: The Department of Marketing at the University of Central Florida will provide undergraduate students with an innovative marketing program which will develop the necessary knowledge, skills, and depth of understanding to compete and be productive in a dynamic environment.</p>	<p>2. Skills: UCF Marketing majors will graduate with enhanced skills in the following areas: speaking, writing, problem solving, interpersonal work skills, and technological skills.</p>	<p>1.c. Eighty percent of students responding to an exit survey conducted each Spring semester in MAR 4804 (capsstone marketing strategy class) will "strongly agree" or "agree" with the following statement: "The marketing major at UCF has provided me with adequate marketing related knowledge."</p> <p>2.a. Marketing majors will accumulate a portfolio of selected skill-based projects across the IM*2000 curriculum. A panel comprised of six department faculty members (IM*2000 instruction committee) will evaluate a sample of student portfolios each academic year. Ninety percent of sampled Marketing majors will receive a rating of "Satisfactory" or better from the panel of faculty judges.</p> <p>2.b. In a bi-annual survey, ninety percent of employers will rate UCF Marketing majors as above average or excellent on the skills listed below:</p> <ul style="list-style-type: none"> • Speaking • Writing • Problem-solving • Interpersonal • Technology 	<p>1.c. 99% agreed or strongly agreed.</p> <p>2.a. Results were:</p> <ul style="list-style-type: none"> • Speaking: 80% satisfactory or better. • Writing: 80% satisfactory or better. • Problem-solving: 87% satisfactory or better. • Technology: 92% satisfactory or better. <p>2.b. Results were:</p> <ul style="list-style-type: none"> • Speaking: 100% above average or excellent. • Writing: 70% above average or excellent. • Problem-solving: 60% above average or excellent. • Interpersonal: 90% above average or excellent. • Technology: 80% above average or excellent. 	<p>1.c. The outcome has been met. No action was taken. We will continue to monitor this outcome during the next cycle.</p> <p>2.a. This outcome has been partially met. Outcomes for speaking and writing skills were below the threshold. Faculty designed new course titled "Marketing Communications and Professional Selling" that builds speaking and writing skills. The course will be required for all marketing majors. We will continue to monitor this outcome during the next cycle.</p> <p>2.b. This outcome has been partially met. Outcomes for writing, problem-solving, and technology were below the 90% threshold. Faculty designed new course titled "Marketing Communications and Professional Skills" that will hone writing skills. Faculty restructured the market research course to include analyses using computer spreadsheets which will enhance technology and problem-solving skills. We will continue to monitor this outcome during the next cycle.</p>

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	<p>2.c. Eighty percent of marketing alumni responding to a bi-annual survey will "strongly agree" or "agree" with the statements listed in 2.d..</p> <p>2.d. Eighty percent of students responding to an exit survey conducted each Spring semester in MAR 4804 (capstone marketing strategy class) will "strongly agree" or "agree" with the following statements:</p> <ul style="list-style-type: none"> • I can effectively deliver an oral presentation to an audience. • I can effectively prepare a written report as part of my job. • I possess adequate problem solving skills. • I can work effectively on a team. • I am proficient in computer related skills. <p>3. Career Preparedness: UCF Marketing majors will graduate with a high degree of career preparedness.</p>	<p>2.c. Eighty percent of marketing alumni responding to a bi-annual survey will "strongly agree" or "agree" with the statements listed in 2.d..</p> <p>2.d. Eighty percent of students responding to an exit survey conducted each Spring semester in MAR 4804 (capstone marketing strategy class) will "strongly agree" or "agree" with the following statements:</p> <ul style="list-style-type: none"> • I can effectively deliver an oral presentation to an audience. • I can effectively prepare a written report as part of my job. • I possess adequate problem solving skills. • I can work effectively on a team. • I am proficient in computer related skills. <p>3.a. Seventy-five percent of respondents to a bi-annual survey of employers will "strongly agree" or "agree" with the following statement: "Overall, graduates of this program are well prepared for careers in Marketing."</p>	<p>2.c. Results were:</p> <ul style="list-style-type: none"> • Oral presentation: 100% agreed or strongly agreed. • Written report: 93% agreed or strongly agreed. • Problem-solving skills: 86% agreed or strongly agreed. • Team: 98% agreed or strongly agreed. • Computer skills: 65% agreed or strongly agreed. <p>2.d. Results were:</p> <ul style="list-style-type: none"> • Oral presentation: 93% agreed or strongly agreed. • Written report: 97% agreed or strongly agreed. • Problem-solving skills: 93% agreed or strongly agreed. • Team: 97% agreed or strongly agreed. • Computer skills: 81% agreed or strongly agreed. <p>3.a. 80% agreed or strongly agreed.</p>	<p>2.c. This outcome was met, with the single exception of computer skills. As stated in 2.b., faculty restructured the marketing research course to include analyses using computer spreadsheets. This will home students' computer skills. We will continue to monitor this outcome during the next cycle.</p> <p>2.d. This outcome has been met; no action was taken. We will continue to monitor this outcome during the next cycle.</p> <p>3.a. Since the outcome was met no action was taken. We will continue to monitor this outcome during the next cycle.</p>

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		<p>3.b. Eighty percent of alumni responding to a bi-annual survey will "strongly agree" or "agree" with the following statement: "Overall, I feel confident that I can compete in the job market with graduates in my major from other universities."</p> <p>3.c. Eighty percent of students responding to an exit survey conducted each Spring semester in MAR 4804 (capstone marketing strategy class) will "strongly agree" or "agree" with the following statement: "Overall, I feel the UCF marketing program has prepared me well for today's dynamic business environment."</p>	<p>3.b. 86% agreed or strongly agreed.</p> <p>3.c. 93% agreed or strongly agreed.</p>	<p>3.b. Since the outcome was met no action was taken. We will continue to monitor this outcome during the next cycle.</p> <p>3.c. Since the outcome was met no action was taken. We will continue to monitor this outcome during the next cycle.</p>